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USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

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CONTENTS

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

GOSPLAN Officials Interviewed, Consumer Education Stressed (Valeriy Maksovich Rutgayzer Interview; SOTSIALISTICHESKAYA INDUSTRIYA, 11 Nov 83).....	1
Rountable Held on Mass Production of Consumer Goods (A. Petrov, V. Potapenko; SOVETSKAYA ROSSIYA, 4 Dec 83).....	6
Problems With Produce Transport (SOVETSKAYA ROSSIYA, 29 Sep 83).....	12
Figures on Trade Turnover Growth Reported (SOVETSKAYA TORGOVLYA, 17 Nov 83).....	16
Heavy Industry Seen as Sharing Consumer Goods Production Burden (SOVETSKAYA ROSSIYA, Oct 83).....	17
Centralizing Farm-Plant Milk Transport (V. Shamet'ko: RABOCHAYA GAZETA, 15 Sep 83).....	21
Food Spoiling at Moscow's Receiving Points (V. Golovanov, V. Poluboyarinov; SOVETSKAYA ROSSIYA, 5 Oct 83).....	26
Food Manufacturer Suggests Distribution Improvements (Mikhail Mikhaylovich Leont'yev; EKONOMICHESKAYA GAZETA, No 42, Oct 83).....	29

Loss of Meat Products Criticized (D. Vinogradov; SOVETSKAYA ROSSIYA, 18 Sep 83).....	34
Problems With Paper Supply Discussed (Ivan Simdyankin; SOVETSKAYA ROSSIYA, 26 Oct 83)....	36
Comprehensive Standardization Program Discussed (V. Romanyuk; IZVESTIYA, 29 Oct 83).....	40
Machinebuilding and Consumer Goods (I. Barisas; SOVETSKAYA LITVA, 26 Oct 83).....	46
Univermag 'Moskovskiy' Opens (I. Tyurina; SOTSIALISTICHESKAYA INDUSTRIYA, 5 Nov 83).....	49
Briefs	
Shortage of Spare Parts	50
Seasonal Clearance Sales Held	50
HOUSING AND PERSONAL SERVICES	
Questions Answered on 1983 Increase in Pensions (A. G. Solov'yev; AGITATOR, No 19, Oct 83).....	51
Annotation, Table of Contents From Brochure on Housing and Municipal Services (Yefim Abramovich Pavlodskiy; KOMMUNAL'NO- BYTOVYYE PREDPRIYATIYA V SISTEME OBSLUZHIVANIYA NASELENIYA (NOVOYE V ZHIZNI, NAUKE, TEKHNIKE: SERIYA "TORGOVLYA I BYTOVOYE OBSLUZHIVANIYE", Dec 83).....	55
CONSUMPTION TRENDS AND POLICIES	
Suggestions for Development of Trade Sector Forwarded (SOVETSKAYA TORGOVLYA, No 11, Nov 83).....	56
Interbranch Programs for Automation of Labor Discussed (SOVETSKAYA TORGOVLYA, 24 Nov 83).....	61
Satisfying the Needs of the Individual Consumer (Ye. Chernov; POLITICHESKOYE SAMOOBRAZOVANIYE, No 1, Jan 83).....	63

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

GOSPLAN OFFICIALS INTERVIEWED, CONSUMER EDUCATION STRESSED

Moscow SOTSIALISTICHESKAYA INDUSTRIYA in Russian 11 Nov 83 p 3

[Interview with Valeriy Maksovich Rutgayzer, chief of the Department for Social Problems and Forecasting the Prosperity of the People, and Oleg Petrovich Sayenko, chief of the sector for forecasts of the level and structure of personal consumption, both of the Scientific Research Economics Institute of USSR Gosplan, by Yu. Chaplygin, SOTSIALISTICHESKAYA INDUSTRIYA editor for the Department of Economics and Propaganda: "The Wisdom of Sensible Consumption"; date and place not specified]

[Text] The material conditions of our people's life have been improving year after year. In order to utilize more fully and optimally what society can set aside to meet our personal needs, we need to set a high standard for consumption. SOTSIALISTICHESKAYA INDUSTRIYA editor for the Department of Economics and Propaganda Yu. Chaplygin spoke about the creation of these consumer attitudes with scientists of the Scientific Research Economics Institute of USSR Gosplan: V. Rutgayzer, chief of the Department for Social Problems and Forecasting the Prosperity of the People, and O. Sayenko, chief of the sector for forecasts of the level and structure of personal consumption.

[Question] What in your view are the criteria of sensible attitudes toward consumption?

V. Rutgayzer: They are social in nature. First of all, no one may claim more than any other member of society receives for the same work. Second, satisfaction of any need must be reasonable. Third, every need and the ways of satisfying it must conform to the moral values of our way of life....

[Question] Isn't there a contradiction here? Social production is generating new needs and developing them without limit, but "sensible attitudes toward consumption" necessitate that they be limited....

V. Rutgayzer: I see no contradiction at all. The development of production is not possible without improved attitudes toward consumption. Those attitudes bring the infinitely growing needs into line with the real capabilities of satisfying them. And this is very important: at any given moment the available resources--whether of society, the family or the individual--are objectively limited.

O. Sayenko: According to our calculations, the overall level of demand has grown approximately 1.5-fold over the last 20 years. There has been an increase in its coverage with goods and services. In terms of the caloric value of the diet we have long ago reached the level of the optimum, though we have not reached it in consumption of certain products. As for nonfood commodities, the average inhabitant of our country now has about 20 articles of clothing and more than 7 pairs of footwear. This is very close to optimum levels. The pattern is the same with basic household equipment. Today the population has more than 85 million refrigerators, washing machines and vacuum cleaners. The number of television sets relative to population has passed two-thirds of the standard.

[Question] Does this mean that consumption must be regulated not by man's tastes and desires, but by the optimum standards, and that if it falls outside the limits of those standards, then consumption is unreasonable?

O. Sayenko: The optimum standards are only guidelines for production. For the individual or the family these norms need to be individualized in accordance with the peculiarities of sex, age, the conditions of work, the home and leisure, the natural and climatic factor and ethnic traditions. When the recommended level is attained, principal attention must be paid to the quality of consumption, not to its volume. Medical men, for example, note the greater tendency toward obesity among young people: a third of the men and almost half of the women between the ages of 20 and 40 are heavier than the standard. There are many reasons here, and they are diverse. I think that the low level of knowledge and attitudes about nutrition play a role that has considerable importance.

Take note of just one fact. The standards consist of a set of consumer goods that is recommended, but is not mandatory for everyone. These standards are worked out for the population as a whole. Goods and services are consumed on the basis of free choice. But the closer the production of goods comes to the reasonable standard, the more individual the structure of consumption becomes in the various population groups, families and individuals.

[Question] But how is the everyday way of life to be restructured in accordance with scientific recommendations? Should this in fact be done? After all, the consumer, as you, Oleg Petrovich, say, is free in his choice.

O. Sayenko: It is better to follow the scientific recommendations than not to follow them. Freedom of choice lies in the ability to choose what is necessary from what is available. But orienting the way of life in that direction is a very complicated task. After all, the physical article does not in itself determine anything or solve anything. Imagine three apartments. In each there is an upright piano. In one home it serves, as we say, as a piece of furniture--a kind of investment of "capital." In the second a child is learning to play it, and in the third evenings of music are held around the instrument, a kind of domestic club is formed. Three different approaches to use of one and the same thing. But behind them are differences in the level of standard for its use.

V. Rutgayzer: It is sensible consumption that affords a greater freedom of consumer choice. For example, in one family of, say, four persons, there are 6-7 timepieces of various types. In another family of the same size there are as many timepieces as there are adults, and sometimes only for the parents. Not because not enough timepieces are manufactured or are not on sale. It is evident that such families reasonably consider that surplus timepieces make no sense. It is the same with washing machines, television sets, refrigerators, bicycles, motorcycles and many other durable consumer goods. The attitudes of sensible consumption presuppose optimization of demand on the basis of the capabilities of one's budget and reasonable desires. This kind of culture stands in the way of the desire to accumulate and worship things.

[Question] Yet, Valeriy Maksovich, we do not always buy and use those things which correspond to needs perceived to be sensible. Why?

V. Rutgayzer: Instead of the situation "I am making a purchase out of a need" the situation arises of "I am making a purchase out of a desire." And it is here that the greater freedom of consumer choice and rapidly growing effective demand come into contradiction with the culture of consumption. Today mere adequacy is a commonplace. Some people want to have everything, even the most fashionable, immediately, regardless of realistic possibilities. One can understand this in everyday terms. But if you look carefully, quite often you note that this demand is not backed up with personal labor. The search begins for additional income, often without work. A man wants to have beautiful and fashionable furniture, expensive dishes, an automobile.... Why, do you think, because he cannot live without them? No, because of the shortage of them, and this means because of their "prestige value." He acquires one thing, then another, and he can no longer return to "his own" level of consumption. And the result as a rule is unfortunate--a sharp conflict with the law. There can be no departure from reasonableness in the satisfaction of needs.

[Question] Another shift is also noticeable--more is being spent on goods which are still regarded as luxury items....

O. Sayenko: There are families with income that guarantees a level of consumption higher than the optimum. They have a money surplus sufficient to acquire expensive goods, including luxury items. For another family, say, goods of that kind are still inaccessible. But they aspire to them without having the realistic opportunities for this. Is this approach reasonable? Of course not.

V. Rutgayzer: Equality in consumption is an age-old problem of humanity. The Stoics, you recall, appealed for restraint: be satisfied with what you have. The Utopists appealed for universal poverty as the basis of equality. The ideologues of egalitarian socialism preached a single measure of consumption, hoping that people would cease to value wealth and would free themselves of the oppression of things. Our Marxist-Leninist ideology has advanced the principle: "From each according to his abilities, to each according to his labor." This socialist principle of distribution presupposes

equal consumption along with equal payment for equal work. If my work and your work differ in quantity and quality, we cannot have identical consumption, although our needs may indeed coincide.

O. Sayenko: I feel that it is the mindless pursuit of fashion, the inability to realize one's own interests and needs, which generate the recurrences of mass demand for "prestige" goods. Imitation of neighbors, fellow workers and relatives becomes in some people all but the sole criterion, while the thing itself is a symbol of prosperity and well-being in the home. There can be no mention here of any sort of sensible attitudes toward consumption. And to some extent this explains the lack of balance between demand and supply. For example, last year deposits of individuals in savings banks increased by almost 9 billion rubles. This increase in personal accumulation indicates on the one hand a rise in the material standard of living. But on the other it shows that many people are depriving themselves of what they need and saving up their money for things, quite often those "prestige" articles.

[Question] It is evident that society must exert a definite influence toward the shaping of people's desires, tastes and interests. Consumption, as is well known, can be planned and its structure can be influenced through production plans. But how are needs to be managed in all their individual diversity?

V. Rutgayzer: It is only at first glance that needs appear to be inherently individual. As a matter of fact they are governed by well-known socio-economic and psychological laws, though, to be sure, those laws have not been altogether clarified as yet. It is above all through production that it is possible to influence certain groups of needs in the interests of free and harmonious development of the personality. Until color television sets appeared, for instance, no one except perhaps their inventors had a need to look at television in color....

[Question] What can and should be done toward more correct orientation of the consumer?

O. Sayenko: Better planning of the production of goods and services. At present they do not fully correspond to consumer demand. People do not want to acquire things which are unreliable and unattractive. By no means everything has been worked out smoothly in the organization of leisure and consumer services. Nor are the real needs for making housework easier and for wholesome leisure and rest being fully met.

[Question] It turns out that shortcomings in planning and production of consumer goods and services are standing in the way of evolution of the culture of sensible consumption.

O. Sayenko: Yes, to a certain extent. Shaping that culture is a ramified process. It includes instilling in a person a more conscious attitude toward the world of things and spiritual values around him, and ability to measure wishes against possibilities, to distinguish the really necessary from passing whims. Such economic instruments as advertising, consumer credit, price

policy and the product mix need to be used more purposefully and in a more coordinated way. The mass media--the press, radio and television--have an inestimable role in shaping the culture of reasonable consumption. Unfortunately, there is no specialized literature at present on instilling the right attitudes toward consumption in the family. In many cities family services and clubs are now being created. Why shouldn't they pay paramount attention in their work to the educational aspects of family consumption?

V. Rutgayzer: And production must in turn be able to turn sensibly to the consumer, offering him a broader assortment of--this is the main thing--quality goods. Reasonableness in consumption--ultimately this signifies a wholesome view toward the true values of life and toward fictitious values. Such a view is not formed in a moment. The entire economic mechanism must take as its point of departure the interests of optimizing consumption and guiding social production accordingly.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

ROUNDTABLE HELD ON MASS PRODUCTION OF CONSUMER GOODS

Moscow SOVETSKAYA ROSSIYA in Russian 4 Dec 83 p 1

[Article by A. Petrov and V. Potapenko: "The Addressee Specifies"]

[Text] Store counters are richer with every passing day. There are fewer complaints and reprimands about the shortage of specific articles in the letters received in the editorial department. Nevertheless, the mail concerning these problems does not decrease as quickly as one would wish. True, these letters are of a different nature. The time of the so-called second demand, when man strives to acquire not merely a household appliance, a suite, or furniture, but to replace the old item, to buy one that is more durable and fashionable, has come. Are trade and industry always ready to meet this demand? This was discussed at the "roundtable" of SOVETSKAYA ROSSIYA. The Komi Oblast Party Committee organized it at the request of the editorial board.

The generally good-humored tone, in which the discussion began, was disrupted by an author of a letter to the editors--Vladimir Stepanovich Belykh, a turner at experimental machine shops, whom we invited to this meeting. P. Ye. Kuznetsov, chief of the Sever Furniture Production Association, was discussing the achievements of his enterprise with great optimism:

"Above-plan furniture worth 1.3 million rubles was manufactured in only 10 months of this year... A new set is being mastered..."

"How much will it cost?" Minister of Trade V. D. Lazeba interrupted.

"A little more than 1,000 rubles."

"What is being done to continue the output of inexpensive furniture?"

"Nothing. It was removed from production as obsolete."

"Despite the fact that there is a great need and demand for it? Let us take the Lada couch. It enjoyed great popularity. It cost 65 rubles."

"We organized the output of Yunost' instead of it."

"At 230 rubles," specified the minister of trade.

"Lada had a weak back... This was a structural defect. Therefore, it was recommended that we remove it from production..."

V. S. Belykh interfered here:

"Dear comrades, all that is needed to eliminate the 'structural' defect is to drill two openings and to insert two bolts. After such a domestic rationalization for many years my Lada not only has not broken, but has not even squeaked. Did you not hit on this idea?"

"We work strictly according to documents. We manufacture what we are ordered to," answered P. Ye. Kuznetsov.

"This means that my search for a bedside table for a television set with sliding drawers like a chest of drawers is hopeless?" V. S. Belykh was distressed.

"Unfortunately, yes!"

The director of Sever expressed himself just as categorically in connection with the complaints by turner Belykh about the unsuccessful search for furniture on legs. He does not like the fact that, essentially, it is impossible to wipe out the dust from under modern wall sets.

A justification for this was found. Furniture with entresols is now in vogue. This means that it is heavy. Legs cannot withstand weight. The question as to why it is impossible to reinforce the bottom of cabinets with a metal plank and to attach legs to it was followed by the same answer: Specialization does not permit.

There is a strange picture. The largest furniture association of local industry in the Komi Republic stably increases the output of furniture year after year. Whereas furniture worth 31.8 million rubles was produced in 1981, furniture worth more than 34 million rubles was produced this year, but the customer is not satisfied.

In all the furniture stores of Syktyvkar, which we happened to visit, salesmen and commodity experts stated unanimously: The demand for furniture is not met. The growth of output in rubles does not at all mean that the number of the sets and couches themselves is growing. However, it is not even a matter of their number.

This is what M. N. Stepkin, director of the Roskhoztorg Base, said about this:

"The republic is oversaturated with upholstered furniture manufactured by the Sever Association, as well as with the cabinet furniture of this enterprise. The interior in all apartments is as in a dormitory. Why? Because out of the local furniture, in fact, we can offer one set--Neman. I agree. The association will soon begin to manufacture a new set, but also of one type."

"No one urges this. Simply, specialization must make sense. Now, not having an assortment of furniture meeting the customer's needs in stores, we export furniture worth 10 million rubles. At the same time, we import furniture worth 4 million rubles. We would be happy to import the furniture that we are unable to make ourselves. Leningrad supplies the same chairs that were previously manufactured locally. Sevzapmebel' gave the following instructions to Sever: To discontinue the production of desks by 1985. Next year the Komi ASSR is to receive 10,000 chairs from Pskov."

"Perhaps, however, this is profitable for the Sever Association?"

A. Ya Koshelev, deputy chairman of the republic's Gosplan, answered this question:

"It should be kept in mind that the Komi ASSR is located at a large distance from furniture suppliers and customers. Transport difficulties must also be taken into consideration. The delivery of furniture outside the republic's boundaries leads to losses of 250,000 to 300,000 rubles in the Sever Association alone. With what we load transport--chairs or more important and necessary goods--is also by no means a local problem."

In general, one conclusion suggests itself. When determining the list of models of consumer goods, planning bodies should proceed primarily from the customer's true needs, not from the interests of enterprises, for which, of course, it is more profitable under the present system of evaluation of their work to manufacture fewer products at a higher price.

In his speech Minister of Trade V. D. Lazeba presented the following, not very comforting, figures. During the last year the trade turnover in the republic increased by 2 percent and commodity remainders rose by 12 percent. There are many reasons for this. Here is one of them. In the last 3 years, in particular, slow selling goods have included men's coats with a black karakul collar. They are uniform in their colors and texture of the fabrics used, but most important of all, their styles are uniform. For example, according to the contract, the Leningrad Sewing Association imeni Volodarskiy should have delivered coats of ten styles to the Komi Republic Restorgodezhda Trade Base, but shipped only three styles in 9 months. The Velikiye Luki Knitwear Factory paid big fines for the delivery of unordered articles not in demand. Men's and women's fashion footwear of the Voronezh Progress Production Association accumulates in the retail trade. As L. V. Taneyeva, director of the Rosobuv'torg Republic Base, believes, the Stavropol Kavkaz Association manufactures fairly satisfactory footwear styles. But of what quality? A total of 2,119 out of the 7,317 pairs of shoes checked were returned. Such a return costs the state a great deal.

In general, many claims against suppliers from other republics, krays and oblasts were expressed. To be sure, they are correct. However, it must not be forgotten that almost one-fifth of the so-called commodity remainders, that is, goods by which the customer passes without stopping, is manufactured locally.

"One must know how to sell," O. Ya. Medvedovskiy, director of the Komsomolka Factory, retorted, when it was mentioned that locally produced goods marked down as of 1 September 1983 also included the output of the Komsomolka. The dresses, blouses and robes manufactured by this factory were marked down by almost 200,000 rubles.

"Go into our Syktyvkar Central Department Store," Medvedovskiy gets excited. "The salesman stands, seeing to it that some 'forgetful' customer does not take something away. He guards, but does not sell."

The subject of dispute between the director of the Komsomolka with trade workers was not new for the participants in the "roundtable." An argument in connection with the factory's basic output, in particular men's wool pants, has been going on in the local press for a long time. V. Ya. Nefedova, Komi ASSR deputy minister of trade, considers it incorrect that the Komsomolka annually sews pants worth hundreds of thousands of rubles in excess of the orders. At the same time, the factory by all possible methods falls behind the orders for wool dresses, skirts, sarafans and pants of fashionable styles, for example, "banany."

O. Ya. Medvedovskiy counters:

"A flow for the production of wool pants has been established and improved for years. 'Banany' are O.K., but 'black bread' is needed first."

Turner V. S. Belykh again joined the discussion. He did not agree with "black bread." He tried on dozens of pants and did not like any: "It is dangerous to sit on a chair, not to mention to bend or squat!"

O. Ya. Medvedovskiy was not embarrassed.

"But how can you not understand that at your age you cannot retain the standard figure..."

"But why in the pants of the Factory imeni Volodarskiy I can dance squatting? Why, dear Oza Yakovlevich, you yourself do not advertise the product of the Komsomolka on yourself? Why miles and miles away people remember that I, such a nonstandard person, exist? Finally, why are you little concerned by the fact that the money that I am ready to pay for three or even four pairs of your pants is still in my savings bank book?"

There was no answer to such nonstandard questions.

Of course, it is gratifying that in the last 2½ years 36 styles of the same Komsomolka Factory were awarded the Badge of Quality and 31, the index "N"--novelty. In theory, the average statistical customer under review should be satisfied. However, when a living, concrete man wastes his free time on a search for a suitable suit for months, the significance of these figures diminishes. The person who uselessly is looking for a simple wooden stool for the little house on an orchard plot will never be comforted by the fact that local industry dispatches sets worth hundreds of thousands of rubles to other

regions. The fact that the Komsomolka Factory of the Ministry of Local Industry, having adjusted the flow of men's pants for decades, last year sent pants worth more than 1 million rubles to other oblasts does not make it easier for a girl exhausted from running in search of a simple work sarafan.

Two years ago the authors of this article held a similar meeting at the Kirov Oblast Party Committee. Among the many problems raised at that time it was noted that, owing to the lack of coordination in planning and of attention on the part of managers of a number of local industry enterprises to the population's needs, the simplest household articles, that is, clothes pegs, rolling pins, cutting boards and axe handles fell into the category of acutely scarce items. This time the same axe handles, boards and clothes pegs were discussed, but in other terms. At the interrepublic wholesale fair in Moscow the Komi Roskhoztorg Base was unable to sell 168,000 rolling pin-pestles, 4.5 million coat-hanger racks, 87,000 sieves for baths and sinks and 48,000 axe handles for wood choppers. A full overstocking with the simplest articles from wood? Of course, not. The same Roskhoztorg Base persistently suggests that the Komi-lesprom Association master and increase the production of culinary scoops, clothes pins and wooden bread boxes, which are scarce today. Will it not happen that in 1 or 2 years there will be a surplus of these items, but the same clothes pegs will again disappear? There is a basis for such fears. The point is, the participants in the meeting noted, that as long as the evaluation of the activity of industrial enterprises depends on the production volume in rubles, not on the quantity and list of products, the shortage of the simplest goods, which are unprofitable for the enterprise, but necessary for the consumer, will not be overcome.

Assignments according to assortment are still given to some producers, but they are coordinated with trade claims only on an oblast and kray scale... Hence the fluctuations--stuff today and starve tomorrow. What should be done to eliminate them?

M. P. Chukichev, chairman of the Komi ASSR Gosplan: The specialization and concentration of the manufacture of the simplest goods should be carried out in a centralized way, at the level of Russian and Union ministries, assuming the data on production volumes as a basis, and of oblasts, krays and autonomous republics, with due regard for the raw material base and transport characteristics of every administrative and economic region.

V. Ya. Nefedova, Komi ASSR deputy minister of trade: Wholesale fairs must be held twice a year. This will enable both enterprises and trade to more strictly react to changes in demand. With regard to sewn articles it is not bad to introduce such a rule: To show all the models that will be manufactured in the very near future to trade specialists and customers every month. Select and order what you like best.

A. S. Krupen'ko, Komi ASSR minister of local industry: I believe that, in order to eliminate the appearance of goods not in demand on counters, it is time to also fundamentally change the attitude toward local industry as to a secondary sector. This is expressed primarily in the provision of raw materials, equipment and accessories. For example, the sewing factory in Vorkuta was

built according to the same plan as the Komsomolka. However, the former is subordinate to the Ministry of Light Industry. Equipment and materials arrive here in the first place. It has funds for the construction of housing, kindergartens and social and cultural projects. The Komsomolka has none of this. Hence the shortage of personnel... Ultimately, it is all the same to the consumer to whom the enterprise is subordinate. He needs high-quality goods. This means that it is necessary to help to ensure this quality.

The participants in the meeting drew attention to another problem. It involves the participation of enterprises of various sectors in the output of consumer goods. As is well known, this participation is predetermined by the decree of the CPSU Central Committee and the USSR Council of Ministers "On Additional Measures To Improve the Population's Provision With Consumer Goods in 1983-1985." The republic's party and Soviet bodies, proceeding from the need for goods, as well as taking into consideration the capabilities of the enterprises of Union subordination located on the territory of the Komi ASSR, establish an assignment for the production and deliveries of goods to trade for them. The volumes and list of articles are systematically reported to the appropriate ministries and departments for inclusion in corresponding plans. As a rule, however, Union ministries either establish a lowered plan, or do not at all respond to the suggestions of planning bodies. For example, to the suggestions for 1983 to this day there are no responses from the USSR Ministry of the Timber, Pulp and Paper and Wood Processing Industry, the Ministry of the Coal Industry and the Ministry of Construction of Petroleum and Gas Industry Enterprises.

Goods worth 32 kopecks per ruble of the wage fund are manufactured in the republic. But the Komilesprom Association of the Ministry of the Timber, Pulp and Paper and Wood Processing Industry produces goods worth only 3 kopecks. To be sure, such practice should draw the closest attention of the ministry directors.

In the Komi ASSR this year the output of consumer goods increased fourfold as compared with 1970 and of goods for cultural-general and household purposes, more than fivefold. The proportion of locally produced goods in the trade turnover increased from 19 to 36 percent. However, as the course of discussion at the "roundtable" of the editorial board has shown, the potentials are by no means exhausted.

11,439
CSO: 1827/85

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

PROBLEMS WITH PRODUCE TRANSPORT

Moscow SOVETSKAYA ROSSIYA in Russian 29 Sep 83 p 3

[Article: "A Cabbage Head in the Ice of Red Tape"]

[Text] Dear Editor! I work as senior goods manager in Torgmortrans. Besides everything else, our office stocks and dispatches vegetables to the arctic for workers at drifting arctic research stations, meteorological stations and other organizations. You cannot even imagine how many trials must be undergone in order to send vegetables to the arctic workers. However, so as not to make unsubstantiated statements I am enclosing my work journal with the letter. If possible, publish it.

Respectfully, V. Nikitin

27 July. I travel to Stavropol where Rospotrebsoyuz instructions have been sent to dispatch 150 tons of fresh cabbage. I immediately went to the procurement department. There were no executives that day (they were away on business). The matter was decided the next day.

28 July. At 0900 in the morning, I went with an executive from the procurement department to A. M. Ryzhikh, the chief of the administration. He gave instructions to find out where the cabbages were. They communicated with the Stavropol "Plodoovoshchkhov" organization. They replied that they had many cabbages and that they could dispatch them. I made my way to "Plodoovoshchkhov". A. M. Blinnikov, the deputy chief, was busy with this matter. The cabbages were not dispatched that day.

29 July. At 0800, I am again on duty in "Plodoovoshchkhov". A. M. Blinnikov is at a meeting. He was free at 1100 and said: "We talked with the head office about the matter and they decided that we will not dispatch the cabbages because they will spoil on the way and the supplier is responsible for losses." I again turned to the kray consumers' union. Ryzhikh called "Plodoovoshchkhov" and talked to G. K. Gorlov, the chief. He promised to help. He said to go to M. D. Kalinkin, the chief of the sales department. He was not in his office although we had agreed to meet. I go again to Gorlov. He is hurrying to a meeting and says that we will take it up tomorrow.

30 July. Saturday. I am waiting for Gorlov; he had promised to be in his office. He arrived at 1100. He instructs Kalinkin to find and dispatch the cabbages. The latter, in turn, gives me an address where to go and whom to see.

1 August. I go to Cherkessk on the first bus. I am confident that the cabbages will be dispatched in accordance with Kalinkin's instructions. In Cherkessk at the "Plodoovoshchkhov" Association, I first visit Ye. A. Glazkova, the deputy director, and then A. A. Fizikov, the director of the association. They tell me that they do not have any instructions as yet and to come back tomorrow.

2 August. I return to these same people a second time. Fizikov stated that the cabbages will not be dispatched -- they say that they have no packing or freight cars. I turn to the workers in the oblast consumers' union. They say here "There are a great deal of cabbages. Take as many as you wish -- a thousand tons if you like. They send me immediately to M. I. Kardanov, the deputy chairman for procurement. I presented the who where and why. He firmly said: "We will not load them." He did not explain why. I telephone the kray consumers' union and report this. In reply to my call, telegram No. 182/159 signed by Butov (the kray consumers' union) arrived for Azov: Dispatch the 150 tons of fresh cabbages within three days.

3 August. I have arrived in the reception room of N. Kh. Azov, the chairman of the oblast consumers' union. He has required his deputy, Kardanov, to see to the dispatching.

4 August. Kardanov calls V. V. Kurilov, the base director, and entrusts him with organizing the dispatch. I am told to wait for the results.

5 August. Kardanov reports that there will only be 50 tons of cabbages. Very little. I again turn to Fizikov: "Give as much as, they say, you have promised." It did not help. I had to turn to Azov again. He called Kardanov who outlined the situation. They decided that the dispatching of the cabbages would begin on 15 August.

13 August. Saturday. They promised to deliver packing. I waited in the oblast consumers' union until 1000. No one appeared. I went to the base and remained there until 1300. No one appeared there. The packing had still not been delivered. I have been away for almost a full month, and everything has been in vain.

15 August. 0830. I go to the oblast consumers' union and see Kardanov: "What about your promise to begin the dispatch?" He replies that instructions have been given to begin loading tomorrow. I go to the base. They are delivering boxes. There are still no cabbages.

16 August. 0830. The oblast consumers' union, the same people, Kardanov and Kurilov. Kurilov reports that there is packing and the freight cars are there. It is possible to deliver the cabbages and load them immediately.

I think not-- something is not right. I go to the base. There are no freight cars and less than half the boxes.

17 August. 0900. The People's Control Committee. They tell me that they are not empowered to solve this question. They suggest that I go to the deputy chairman of the oblispolkom. I visited V. I. Glazko, the deputy chairman of the oblispolkom and told him about the red tape. He called Azov and the latter justified himself: "It rained yesterday; we will dispatch them today".

18 August. The cabbages were delivered and packed in boxes all day. There are more than 60 tons of them. We wait for the arrival of the freight cars. There is a permit, but there are no cars.

19 August. We went to O. G. Grigoryants, the station chief. We beg, we explain that the navigation period is just about to end and the cabbages are not being dispatched. He suggests that we turn to the Ministry of Railways.

20 August. They stopped bringing cabbages....

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We instructed a correspondent to check out the facts and to find how the entire story of the cabbages ended.

Ye. R. Shadoba, deputy chief of the retail department in Torgmortrans TsTZK, placed a document case on the table. All of the documents, which pertained to the dispatch of vegetables to the arctic workers, had been carefully filed in it.

The work journal of the procurement official breaks off on 20 August. He had spent almost a month in Stavropol for nothing. Not having achieved the dispatch of the cabbages, he was forced to break off the alarming telegrams. Another week was needed for 63 tons of cabbages to be dispatched to the arctic on 26 August. Torgmortrans was forced to delay the dispatch of steamships from Arkhangelsk (it was a boon that the present navigation period's conditions permitted this to be done) and "obtain" an insufficient amount of cabbages for Yakutiya and Arkhangelsk and Lipetsk Oblasts in a hurry. In brief, the arctic workers were not left without fresh vegetables.

Let us again delve into the trouble in this story. It seems that everything had been done so that the purchases for the arctic would take place without any hitches: Assets had been received and a contract had been concluded. However, a short circuit had subsequently occurred. This, unfortunately, is not a rare case. A low level of executive discipline gave birth to lengthy red tape. A lack of responsibility does not at all embarrass some workers; it becomes a habit; and the people, who tolerate it, do not even deign to apologize.

We established that, as a matter of fact, the Stavropol people simply made a fool of the procurement official. According to the information of the

kray consumers' union that was demanded by us from Stavropol, it follows that 3,600 tons of cabbages were purchased by this organization from 25 July to 29 August, and for the Krachayevo-Cherkess Oblast consumers' union -- 93 tons. Therefore there was no sense in sending the procurement official to Cherkessk; it was possible to find the needed amount of vegetables not far from Stavropol.

8802

CSO: 1827/79

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

FIGURES ON TRADE TURNOVER GROWTH REPORTED

Moscow SOVETSKAYA TORGOVLYA in Russian 17 Nov 83 p 1

[Article: "The USSR Central Statistical Administration Reports"]

[Text] In October 1983 the trade turnover of state and cooperative trade, including the turnover of consumer cooperatives for the sale of agricultural products bought at agreed prices, totaled 26.37 billion rubles, including the turnover of consumer cooperatives, 7.48 billion rubles.

In January-October 1983, as compared with January-October 1982, the retail trade turnover in comparative prices increased by 2.2 percent.

The growth of the trade turnover in January-October 1983, as compared with January-October 1982, in the Union republics is characterized by the following data (in percent):

RSFSR	101.8
Ukrainian SSR	102.5
Belorussian SSR	103.4
Uzbek SSR	105.4
Kazakh SSR	102.0
Georgian SSR	103.4
Azerbaijan SSR	104.0
Lithuanian SSR	101.9
Moldavian SSR	103.3
Latvian SSR	100.8
Kirghiz SSR	102.5
Tajik SSR	104.3
Armenian SSR	102.3
Turkmen SSR	104.7
Estonian SSR	101.6

11,439

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

HEAVY INDUSTRY SEEN AS SHARING CONSUMER GOODS PRODUCTION BURDEN

Moscow SOVETSKAYA ROSSIYA in Russian Oct 83 p 1

[Article: "From the Plant to Consumers"]

[Text] In addition to its basic production, the Uralmash collective has been for many years producing the convenient and economical Malyutka washing machine. The story behind the machine's production is absolutely amazing. As years go by the demand for it does not decrease, but, to the contrary, it actually increases. These days many letters from consumers asking for increased production, come to Mintorg and Mintyazhmash. However, only few know that the famous Malyutka was introduced with great difficulties and doubts. At first, only thanks to the enthusiasm of a few plant specialists the production was started. Many official letters and orders were written before this item, so necessary to many families, reached the consumer!

What can be done to shorten the innovation's route from its design to the production lines? Recently some ministries undertook practical measures to accomplish this objective. The ministry of heavy and transportation machine building includes in its new technology plans items pertaining to production of entirely new articles. Thus, the plant collective is responsible for updating the consumer directed production line to the same degree as for the plant's technological progress. The ministry of construction, road, and municipal machine building developed a comprehensive consumer production plan and used it as a basis for defining plant tasks concerning the mastery of long-range models for applying technology to the daily life. A technological laboratory testing lines of goods and permanent goods display function in the branch as well.

It is obvious that such actions are very useful. This year machine building enterprises mastered 300 types of national consumer goods. Dozens of them are produced, and they are as good as the best models. The percentage of complaints has visibly decreased. What new products go to stores? Machine builders of Elektrostal' and Voroshilovgrad's diesel locomotive builders offer consumers contemporary children's bikes, Kalinin's car builders supply Berezka soft furniture sets, and the Uralmash collective produces table woodworking machines. Other plants offer such lines of products as car jacks, children's furniture, tourist products, electric tools for skilled craftsmen, and various home appliances. --

However, it should be pointed out that many ministries still view consumer goods production as a matter of secondary importance. This is why their share in the general production output is not growing as fast as it should. For example, the indicator equals only 2.2 percent for Minenergomash, 2.5 percent for Minkhimmash, and 3 percent for Mintyazhmash. A total of 20 of Minstankoprom's plants do not produce for general consumption at all. The production of high quality goods enjoying the population's high demand is growing slowly.

At the same time, the range of products still includes many simple goods, such as souvenirs, toys, and kitchen utensils. Here we come across things that either are not much needed or not needed at all. Often enterprises produce those items only to avoid production of technologically complicated articles. It is simpler this way: neither creative nor other special efforts are necessary. The position of ministries should be clearly defined concerning such attitude. The machine building branch's collectives produce powerful technological goods, such as tractors, equipment, automatic transfer lines, machines, cars, locomotives, and modern appliances. They are certainly capable of producing consumer goods, no matter how complicated those goods may be. It would be advisable to broaden the range of goods by transferring some production of simple goods to enterprises producing for local industries. Some production capacity will be freed after the reorientation. But will plants that produced kitchen stands, gratings, and roofs yesterday, be able to master technology, the answer is "yes." The professional level of designers and engineers is also high enough to ensure that projects are developed and models are implemented. However, there are other, difficult to overcome problems.

We receive many letters from readers who ask why mini-tractors for gardeners-hobbyists and many secondary farms are still not being produced. This aggregate's model has been already developed, and plans have been made to produce it at the Lvov conveyor building plant. However, the mini-tractor will not be mass-produced. Mintyazhmash, in agreement with the USSR Mintorg, excluded it from its production plan. The production of a dishwasher for use in apartments is not moving forward at the Riga diesel engine plant. Designers developed models of collapsible sport boats, tent-luggage carriers, equipment for the family bathhouse-sauna, etc. There is high demand for these goods among the population. However, it is not known how fast they will be mass-produced.

Most of the problems are tied to the supply of materials. The USSR Gosplan, in accordance with its standards, assigns resources only for producing goods that appear on a special list. The list is approved by the USSR Council of Ministers and the USSR Gosplan. But there exists another group of products. They are all included in the category of "other goods." This second list is approved by the military. "Other goods" sometimes constitute one fourth of goods produced by the branch. As can be seen, this is a considerable amount. Furthermore, resources for producing those goods are assigned according to increased standards, i.e., per 1 million rubles worth of production. In addition, decisions concerning the choice of goods for production are most often made by enterprises based on the

availability of raw and other materials rather than buyer demands. As a result, it is difficult to find at the counter the very things that consumers need most.

It is very important to create more favorable economic conditions for developing production of necessary articles and increase the interest of enterprises in all branches in organizing and increasing the production of those articles. Proposals to make the set list of goods longer were made many times before since many innovations concern the category of "other goods," which means that resources for their production are not ensured by the plan and, as a result, plants are not interested in producing them. This problem has been presented to Gosplan. There are still no results, however. In the meantime, consumer interests are directly affected.

The current planning system is concerned mainly with quantitative indicators. This is why efforts of plants-producers are directed at only one task--producing the required quantity of goods. Any goods! The more the better. For example, at the Klintsy piston rings plant the production of goods per 1 ruble of the wage fund equals as much as 1.17 rubles today. But the trade refuses them because the market is over saturated. The output of the electrical engineering industry's enterprises is short of 20,000 vacuum cleaners, over 21,000 electric teapots, and 33 million batteries for devices used in everyday life that are in especially high demand. In spite of this, those enterprises exceed their planned tasks pertaining to the consumer production volume. And goods are left sitting in warehouses.

Many failures are due to this situation. However, there is also great potential there. If all production is directed at a specific consumer, his demands will be satisfied to a much greater degree, even if the present volume is preserved. In several branches plants have switched to production according to the standard net production indicator. The "roll" is losing previously attained positions. Only one half of the task has been accomplished, however. Doing away with negative factors is not enough. It is also necessary to organize creative, effective work with the end result in mind.

In many cases plants of one branch have to request technological documentation from leading organizations of other branches. There is nothing wrong with that: does it make any sense to "invent the bicycle" all over again? But enterprises possessing needed documentation do not worry about needs of outside collectives. Those enterprises make documents available when they feel like it, and if they do not--too bad. Leading institutes and design offices also display extreme lack of enthusiasm when asked to develop product ideas for "outsiders." Cooperation among branches, so necessary for production of goods, is practically nonexistent. This is seen as one of the main difficulties. Efforts should be coordinated and it seems that the coordinator's role should be given to a center established especially for this purpose and affiliated with the USSR Gosplan.

The production of goods is a matter of all-union and universal concern. However, if this principle is to become an important part of the national

economy's functioning, criteria for participating in this important task, uniform for all branches, should be developed. The basis for this process is already in existence. Beginning this year, branches will be given for the first time tasks concerning consumer goods production per 1 ruble of the wage fund. This means that the population's financial income will be strongly bound to goods production. This is a correct and well-timed decision. It encourages a more efficient use of reserves.

It will not be easy to fulfill the 1983 goods production plan. Tasks will be increased at a more rapid rate until the end of the Five-Year Plan. To carry them out it will be necessary to re-equip shops and sections that produce goods and use the equipment at full capacity. New factories will be built as well. Recently auto industry enterprises acquired the capacity for producing 10,000 heavy motorcycles, the instrument-making industry--for producing typewriters and watches worth 22 million rubles a year, and the chemical machine-building industry will be able to produce enameled cookware, plumbing fixtures, and auto accessories worth 4.5 million rubles a year. The product quality will also improve. By the end of the Five-Year Plan hundreds of types of produced goods will bear the top quality emblem.

Increased consumer goods production will considerably depend on the initiative and energy of local party and people's councils' bodies. The Sverdlovsk Oblast's experience is a well-known example. It shows that creative interaction between local organizations and ministries and departments can be very successful and create necessary conditions to fully satisfy consumer demands.

9959

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

CENTRALIZING FARM-PLANT MILK TRANSPORT

Kiev RABOCHAYA GAZETA in Russian 15 Sep 83 p 2

[Article by V. Shamet'ko, RABOCHAYA GAZETA special correspondent, Ternopol Oblast: "Who Is the Boss of the Milk Truck?"]

[Text] Progressive Methods of Carrying the Products of Animal Husbandry Are Being Applied in Ternopol Oblast

Why does it happen this way: In one rayon milk is accumulating on the farms, while at the same time the milk trucks of "Ukrmyasomoltrans" are standing idle waiting to be fixed? Apparently because certain ministries engaged in the processing of farm products are not adequately developing the physical facilities for their own transportation. Last year the republic's Minmyasomolprom [Ministry of Meat and Dairy Industry] allocated hardly a single ruble for those purposes.

The way to solve such problems is well known. It consists of centralizing the shipment of farm products in the hands of a single boss. Interesting experience in centralized shipment has been gained in Ternopol Oblast. That is what our story is about.

The Maneuvering of Equipment

In one of the livestock operations of "Pravda" Kolkhoz in Zborovskiy Rayon the refrigerating unit broke down. The farm had long ago given up on milk trucks of its own: Why spend money to maintain its own specialized trucks unless there were troubles from "other people's" trucks? Delivery of the product has not been a kolkhoz concern for a long time now. The trucking enterprise "Ukrmyasomoltrans" has taken upon itself all these concerns. The dispatcher service is in communication with the truck drivers, the milk trucks summoned to the kolkhoz by radio arrive in minutes. They refrigerate the milk at the neighboring dairy operations. And on those farms which have large refrigerating units, they will haul the milk a bit later.

This kind of maneuvering with equipment has become possible since centralized trucking was organized in the rayon. In the article below I will tell about how this was done. But at this point I would like to say something quite brief about the main thing: this has helped the farm to improve product quality. Back 8 years ago the "Pravda" Kolkhoz was selling milk that was 78 percent first grade. Now it is 98 percent. The sales price per ton has risen 60 rubles, and the production cost per quintal has dropped 3.6 rubles.

Yuriy Vladimirovich Semenov, secretary of the Ternopol Oblast Party Committee, has this to say:

"At first centralized trucking required certain outlays of funds. On the 'Pravda' Kolkhoz, for example, 59,000 rubles were allocated to build the milkroom and to install the equipment for cleaning, cooling and storing the milk. Equipment of this kind has now been installed in all the dairy complexes in the oblast. The money spent was quickly repaid. Party and soviet authorities in the oblast, production personnel, and workers in the meat and dairy industry have in recent years concentrated particular attention on the introduction of centralized trucking. Now the results are there to be seen--the efforts were not in vain."

And this is actually the case. In just a few years the proportion of first-grade milk in the oblast's milk sales increased from 46.7 to 94 percent. Milk processing plants receive a high-quality raw material on a regular delivery schedule. The farms are receiving appreciable profit.

Last year, in spite of the problematical conditions for the wintering of livestock, centralized trucking made it possible to deliver milk to processing enterprises that was 94 percent first grade, and more than 86 percent of this was cooled, which meant an additional 7.3 million rubles for kolkhoz and sovkhoz treasuries. Entire rayons have achieved substantial results. For instance, the proportion of first-grade milk was 96.5 percent of sales on the farms of Shumskiy Rayon, 95.9 in Kozovskiy Rayon, 95.6 in Zaleshchitskiy Rayon and 95.4 percent in Berezhanskiy Rayon.

It Doesn't Hurt To Have a Third

Now it is time to talk about the sources of the Ternopol experiment. When the milk processors began to haul the milk directly from the farms, it seemed that all the problems had been solved. But "Ukrmyasomoltrans" did not concern itself with allocating funds to build garages and repair shops. There was a shortage of spare parts. Milk and livestock trucks were repaired outdoors. The trucks were often idle for that reason, and they broke down prematurely. This led to disruption of schedules for calling at farms, especially for livestock.

It is not surprising that the volume of milk and livestock hauled began to gradually decrease. The chief of the department for raw materials and sales of the Ternopol Production Association of the Meat Industry Bogdan Petrovich Romanyuk said: "During that period weight losses of livestock during shipment began to increase, the coefficient of utilization of specialized trucks

dropped off, and heavy loads fell on the personnel of livestock farms and on the veterinary service."

Even at that time the Ternopol Oblast Party Committee was advising that a study be made of the experience of shipment of farm products in Belorussia and Stavropol Kray. In those places centralized trucking was being done mainly by "Selkhoztekhnika." In that organization, according to the data of Goskomselkhoztekhnika [State Committee for Supply of Production Equipment for Agriculture], the level of centralization is now 82 percent.

So in March 1980 the entire fleet of livestock trucks in Ternopol Oblast was turned over to "Selkhoztekhnika," leaving the trucking facility of "Ukrmyasomoltrans" only the milk.

It turned out not to hurt at all to have a third partner in the trucking system. First of all, the oblast "Selkhoztekhnika," which possessed sound repair facilities and a strong production capability, sharply increased the coefficient of technical readiness of the trucks to carry livestock. And second, a role was also played by creation within it of a specialized forwarding department in which there was always a representative of the association of the meat industry. The daily collection of the requests of the farms for delivery of livestock and the filling of those requests make it possible to adhere to the monthly schedules.

B. T. Butynskiy, chief of the forwarding department of the Ternopol Oblast "Selkhoztekhnika," says:

"How did the experiment begin? They took over the old livestock trucks and acquired new ones. Now centralized trucking links the meat combines with 148 farms which are large suppliers of beef and pork. Its share of the shipments has reached 62 percent. To be sure, we should note that the meat suppliers had to build hard-surfaced access roads and to install scales. They soon got their money back. As of 1 July 1983 centralized trucking had delivered to the meat combine 31,000 tons of livestock. The annual benefit from the use of the transportation system in which the livestock was picked up on the farms and carried by 'Selkhoztekhnika' was 400,000 rubles for the oblast. In the first half of the year the average weight of cattle arriving for processing rose 11 percent. In just the first 6 months of this year kolkhozes and sovkhoses received more than 26 million rubles of profit for delivering meat of superior quality."

Now they are coming to the oblast to study the experiment from all parts of the country. The Ternopol experiment has aroused the interest of many people.

Better or ... Worse?

How is one to evaluate the work of the Ternopol branch of "Ukrmyasomoltrans"? They handled shipment of animals by turning all the livestock trucks over to "Selkhoztekhnika." Nor have they been up to the hauling of milk from the farms. They have also proposed turning over the milk trucks which remain at the truck depot to the oblast "Selkhoztekhnika."

But still, according to the figures of the USSR Ministry of Meat and Dairy Industry, this trucking enterprise is considered ... the best in the industry. A situation, you will agree, made to order for a feature article. But the acting director of the Ternopol specialized truck depot of "Ukrmyasomoltrans" Nikolay Sidorovich Latysh is not fond of jokes. He says that on the basis of performance last year the trucking enterprise took first place in the country. In the republic it has been best for 3 years in a row.

The figures are indeed wonderful. The truck depot is today carrying the highest level of freight in the country (within its own department, of course). In just a month the milk trucks carried 21,400 tons of milk from 164 farms in the oblast. The organization of work is also good. All 303 drivers are working under the progressive unregulated system. The drivers have begun to work better and to be more productive than before. They have been putting sharp questions in assemblies: "Give us trailers for the milk trucks, make the schedules for hauling the products more flexible, improve the plant and equipment at the enterprise, help rebuild milk unloading lines!"

The staff at the truck depot is a good one, these people can move mountains. And all the reproaches made by the kolkhoz members are explained solely by the fact that the transportation personnel of "Ukrmyasomoltrans," by contrast with the transportation personnel of "Selkhoztekhnika," has very poor plant and equipment. The main parking place for the trucks in Ternopol takes up a portion of the unsuitable grounds of the city meat combine. A water main passes several tens of meters from the garages, but for years the milk trucks have not had their own washing facility. There is no dining hall, no filling station.

It Will Be Repaid With Interest

The experiment has undoubtedly been successful. Moreover, the shipment of the products of animal husbandry after the Ternopol model may develop in other oblasts of the republic as well. Not only in carrying livestock and milk, but also other forms of farm products.

The centralization of hauling and the use of specialized vehicles are a good thing. At the Ukrainian Scientific Research Institute for the Economics and Organization of Agriculture imeni A. G. Shlikhter we were told that procurement costs had dropped 2.4 rubles per ton in the republic in connection with the progressive methods of hauling. In addition, introduction of centralized hauling helps to eliminate intermediate procurement organizations and stations, to reduce energy and labor costs, to smooth out the operation of the farms of milk processing plants and meat combines, which reduces overhead by 1.5 rubles per ton of milk and 1.28 rubles per ton of livestock.

But in spite of the high effectiveness of this form of procurement, it is not being introduced as it should be at present. According to figures for 1980, the share of centralized trucking in total procurements was 13.6 percent for milk and 31.6 percent for livestock. This means that most of the products of animal husbandry are delivered to processing enterprises in the farms' own transport, which increases costs considerably.

The figures for Ternopol Oblast look particularly good against the background of these figures. Here is what Yu. V. Semenov, secretary of the oblast party committee, had to say:

"We have decided to see that about 80 percent of all the livestock procured is carried by the progressive method by the end of this 5-year period. The task is altogether feasible. But, of course, it requires addition to the fleet of specialized trucks and funds to build garages and to acquire equipment. Our second goal is to extend centralized trucking to all farms producing milk by the end of 1990. The question is only how to do this if there is still a shortage of specialized trucks, if the farms still cannot acquire equipment for the primary processing of milk, to clean and cool it, insulated tanks, receiving tanks, scales, intake hoses and pumps? There is also a shortage in the dairy operations of simple laboratory instruments. Nor is it easy to obtain cleaning agents and disinfectants. Given this situation, it is difficult to create unified milkrooms. But so long as they do not exist, what sense does it make to send large tank trucks two or three times a day to the small operations on one and the same farm, to underload them, and to make hauling more expensive?"

As we see, further dissemination of the experience of Ternopol Oblast depends on how capable the partners in the agroindustrial complex are in building the physical and technical facilities for it.

7045

CS0: 1827/81

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

FOOD SPOILING AT MOSCOW'S RECEIVING POINTS

Moscow SOVETSKAYA ROSSIYA in Russian 5 Oct 83 p 1

[Article by V. Golovanov and V. Poluboyarinov, Moscow: "The Subject Was a Rotten Tomato"]

[Text] The telephone rang almost incessantly. The table by the broad window near our entrance was piled with telegrams and telephone-grams. The workday of the person on duty at Glavmosplodoovoshchprom [Main Administration of the Moscow City Soviet for the Fruit and Vegetable Industry] begins early. And now, when the peak of vegetable deliveries to the capital has barely passed, it never ends at all. There is someone on duty in Kirov Street around the clock. It is here that notice comes in from all parts of the city from the personnel of ports and airports, railroad stations and vegetable storage facilities concerning every obstruction on the route of the river of vegetables whose channel runs from the sovkhoz fields to the tables of customers. We have come here to learn the answer to a particular question: Why is it that the river that is broad and full at its source becomes so shallow and narrow the closer it gets to its mouth?

Excerpt From Reports to the Duty Officer. "Of all the tomatoes delivered to Moscow from Rostov Oblast by 15 August 1983 75 percent met the requirements of the GOST [state standard], 16 percent were below standard, and the remainder was waste. In lots of cucumbers 26-57 percent were below standard, certain lots of corn went entirely to waste...."

"These figures are not an exception to the rule, but rather the norm," we were told by Yu. D. Zinov'yev, deputy chief of Glavmosplodoovoshchprom. "With respect to product quality we have important complaints to address to many oblasts in the republic...."

For example, 56 percent of the apples delivered from Lipetsk Oblast did not meet standards. But still, however significant the statistical computations received, they hardly contain a full and exhaustive answer to our question.

Excerpt From Reports to the Duty Officer. Telegram dated 1 September 1983. "Recently the hauling of produce from the northern port in Moscow has deteriorated because of long delays of the fleet. For instance, the motor vessel 'Dushanbe' carrying watermelons in containers was held up during loading 75

hours instead of the standard 40 hours because of the shortage of trucks. The motor vessel 'Oka-7' was held up 60 hours instead of the standard 30. Please take urgent steps to avoid spoilage of produce."

This kind of situation, it turned out, has not come about only in the northern port. At the berths of the southern port there were six motor vessels being unloaded upon our arrival.

"We arrived from Astrakhan on 28 September," we were told by S. I. Deryugin, second navigator of the "Lavrentiy Novozhilov." "We waited 3 days for unloading."

The "Lavrentiy Novozhilov" brought tomatoes and watermelons to the capital.

"Only 18 percent of the tomatoes meet the standard," we were told with bitterness by V. Nezametdinova, representative of the Yenotayevka procurement office, who accompanied the cargo. "A large portion of the watermelons have already spoiled."

This is no exception. The motor vessel "Melitopol" stood idle a week waiting to be unloaded, the self-propelled barge "Oka-10" 11 days, and the "Oka-15" 6 days.

Statistics of this kind can be pinned not only on Moscow's ports, but also on its railroads. By 1 October 2,000 cars had piled up waiting to be unloaded. What is the reason for this?

"Operations are held up by the shortage of vehicles," we were told in the port.

We admit to having been surprised at this explanation. After all, just an hour before the staff people of Glavmosplodoovoshchprom convinced us of the opposite, arguing with figures that everything was fine this year with the trucking. What is this all about?

"I will not go to the vegetable depot!" the driver A. P. Savitskiy resolutely declared to the "Mosavtotrans" woman on duty at the exit from the port.

Forty minutes later we understood the reasons for his dissatisfaction and disposition. At the gate to the vegetable depot in Stupinskiy Proyezd there was a line of 48 trucks of cabbage not moving as it rapidly got dark. Were these not the trucks awaited with such impatience at the train stations and in the ports?

We made the trip to the vegetable depot in Stupinskiy Proyezd in the truck of driver P. D. Kolunov. During the trip the truck, which did not stop once, mysteriously became lighter by 50 kg. That same day truck "36-70 MNKh" reached Cheremushki "minus" 200 kg. The shortage was 240 kg for the truck "52-55 MNKh" and 110 kg for "90-55 MNKh." Where do those quintals of cabbages, carrots and watermelons go? The answer to this question is unknown. The workers at the vegetable depot blame the scale at the southern port. The personnel at the port blame the scale at the depot.

Excerpt From Reports to the Duty Officer. Telephone-gram dated 1 September 1983: "At the Sverdlovskiy Rayon there is no storage capacity for the radishes to be unloaded. Please give written permission for unloading the radishes outdoors."

There are dozens of reports like that one piled up on the table near our entrance. No wonder: by 1 October the plan for storage of vegetables in Moscow had been fulfilled by 12 fruit and vegetable depots out of 23.

"The reason for the situation that has come about should be sought in the uneven pace of deliveries," said Yu. D. Zinov'yev, deputy chief of Glavmosplodoovoshchprom. "According to the plan, Moscow needs 900,000 tons of potatoes. Of that, 115,000 tons would be delivered next spring. But the suppliers, alluding to the lack of storage space, refused to keep the potatoes in storage and are sending us all the produce at once. The same is true of other vegetables."

It is precisely the conformity of delivery to plans that ultimately determines the normal operation of the entire chain of vegetable shipments.

Excerpt From Reports to the Duty Officer. Telephone-gram dated 1 September 1983: "Watermelons in 23 containers were delivered to Store No 30 of the Oktyabrskiy Rayon association. The store refused to accept the shipment...."

It refused because of the low quality of the goods offered.

"Low is not the word," store manager K. M. Ivanova explained. "We have had to scrap as much as 40 percent of the produce received. As for this lot of watermelons we reported, in the end they have nevertheless forced us to accept them. One ton 300 kg of watermelons out of 3 tons proved to be altogether unsuitable for sale."

The number of such examples could be increased repeatedly. In the face of the assertions of Yu. I. Shatov, chief of the retail trade department of Glavmosplodoovoshchprom, to the effect that cases in which stores scrap goods delivered to them are extremely rare, the first few calls to Moscow vegetable stores yielded one and the same reply--20-30 percent is below standard in almost every shipment. Vegetable Store No 12, for instance, has over the last 3 months sent 16 telephone-grams requesting that the quality of goods they received be rechecked....

We will total up the results--isn't there too much produce grown in the fields being lost en route and not reaching the table of the consumer? Of course, no small share of the blame lies on the shoulders of the suppliers and carriers. Yet still a considerably larger portion of produce loses its marketability right in the city, in the shortest leg of its trip: hundreds of kilograms of vegetables are going bad during unloading and mysteriously disappearing from trucks and spoiling in depots.

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

FOOD MANUFACTURER SUGGESTS DISTRIBUTION IMPROVEMENTS

Moscow EKONOMICHESKAYA GAZETA in Russian No 42, Oct 83 p 8

[Article by Mikhail Mikhaylovich Leont'yev, general director of the Moscow Food Combine: "Debt to the Consumer"]

[Text] Mikhail Mikhaylovich Leont'yev, general director of the Moscow Food Combine, reflects about the best way of organizing the production process, of improving the quality of products, of diversifying the assortment, of strengthening ties with trade so as to become its reliable partner.

He graduated from the Moscow Technology Institute of the Food Industry. He worked as chief engineer at enterprises in the bread-baking industry and then held a responsible position in Minlegpishchemash [Ministry of Machinebuilding for Light and Food Industry and Household Appliances]. In 1974 he became chief engineer and in 1977 general director at the Moscow Food Combine.

I have paid close attention to the articles by enterprise directors in EKONOMICHESKAYA GAZETA. They raise important questions about improving planning and management and the effort to achieve high final results. I would like in my turn to share some ideas about the operation of my own collective, to dwell on certain problems that arise in the operation of food enterprises, which play an important role in meeting the public's needs. In a year the work force of our combine manufactures about 70,000 tons of various products—food concentrates for the first and second courses of meals, partially prepared pastries and confections (cakes, cookies and whipped cream desserts), baby and diet food, all types of coffee and spices in the amount of more than 290 million rubles. It is an extensive list of products—more than 100 items.

The brigade form of the organization of work and work incentives has been introduced at the combine. Even now more than half of the production workers are working in mixed brigades. Output per worker considerably exceeds the average for the sector. And this is understandable: the level of mechanization and automation in the principal production operation is rather high in our case. Inventors and production innovators at the combine have done a great deal to mechanize time-consuming finishing operations.

Among the production collectives which are setting the pace in socialist competition we might mention those headed by N. Oganesyan and N. Noskova.

The personnel of the enterprise have successfully fulfilled the plan for the first 9 months, and they took second place in the socialist competition among related collectives of RSFSR Minpishcheprom [Ministry of Food Industry] for the first half of the year.

There Would Be Storage Space ...

I would like to put a simple question. Is it always possible in the stores of the capital for a customer to be sure of getting such diet foods as "Hercules" oat flakes or, say, corn sticks? Unfortunately not. Yet the work force of our enterprise manufactures about 30 tons of "Hercules" alone every day—approximately 10 percent of the total daily volume of output. This is a transport-intensive product. A 3-ton truck loaded with boxes of "Hercules" will take barely 2 tons, and in the case of corn sticks only 400 kg. This means that more trucks are needed to carry them.

What is more, it has come about that neither our combine, which is in the center of Moscow and is rightly considered one of the largest enterprises of its kind in the food industry, nor our partner--the Moscow wholesale office "Rosbakaleya"--possesses an adequate warehouse facility. This low-density product is delivered to stores in the capital directly from the enterprise. And if the trade sector regularly furnishes transport, problems do not arise, but when transport is lacking, boxes of oat flakes pile up at the enterprise and there are days when as much as 100 tons builds up in the combine. You can't get by, either walking or driving.

By the end of the 5-year period the personnel of the enterprise is to increase the capacity for production of concentrates for first and second courses of meals by more than 25 percent and to bring their annual output up to 25,000 tons, the output of baby food mixtures up to almost 30,000 tons, and the production of "Hercules" oat flakes up to 10,000 tons. And that, moreover, without increasing the number of workers, solely by raising labor productivity.

It has to be said that the task we have been set is altogether feasible. But if the assignments of the current 5-year period are to be performed, we have to solve the problems of regularly timed deliveries of raw materials, containers and packaging materials, and prompt shipment of the finished product to consumers. It is not only the collective of the enterprise that has an interest in this; so do our partners, the trade organizations.

We are manufacturing 14 different types of certain baby foods. They are of high quality, and they have received the recognition of consumers. But here are the kind of difficulties which arise in shipping them to the places in the capital where they are to be sold.

Because of the specific nature of production, we manufacture two or at the most three types of baby foods during the day. And immediately deliver them

to trade enterprises "hot off the press." In the course of the month we manufacture the entire list of baby foods, but if all 14 items are to be available in the stores, the products first have to be sorted out in the warehouse; otherwise it will be difficult to maintain the assortment.

The lack of a fully developed warehouse facility stands in the way of fuller activation of unused production potential and makes us completely dependent on suppliers of raw materials. Everything is interconnected: if the regularity of deliveries is upset, this in turn causes arrhythmia in production. For months certain types of raw materials may be lacking, and then several motor vessels arrive in the ports of destination all at once, and the "massed" shipment of raw materials to the combine begins. In short, the different supply and sales components planning the supply of raw materials to the enterprise are also unable to accept in their warehouses sufficient raw materials so that later they would be delivered to the combine according to the plan. As a result our scanty warehouse space, intended mainly for storage of an operational stock to last 2 or 3 days, is piled to the rafters with some one type of raw material for many months in advance. This then prevents us from accepting and unloading cars containing raw materials necessary for the current operation of the enterprise.

Yet there is a way out of this warehouse problem. Alongside our combine there are the huge warehouses of the Glavkoopposyltorg [Main Cooperative Mail Order Administration] of Tsentrosoyuz. They receive freight of various kinds which they then ship out to consignees throughout the country. Why these goods are not sent directly to the customers, but are inevitably shipped to Moscow, is unclear. Especially since the load on the railroads is so high. In the mid-sixties a decision was made to transfer these warehouses to our enterprise, but the cooperative people did not do this. From the standpoint of national economic efficiency this departmental barrier must absolutely be overcome.

Without Duplication or Crosshauls

In view of the assortment of products it produces, our combine must be oriented primarily toward selling its products mainly in Moscow, Moscow Oblast and nearby regions. But practice over many years is such that a considerable portion of goods is shipped to other republics, as well as to almost all oblasts and krais of the Russian Federation.

You understand that it is not possible to change the geography of our deliveries all at once. But the problem of optimum distribution of commodity resources so as to take into account regional peculiarities is an extremely urgent one. Proper solution constitutes quite an important potential for raising the efficiency of economic activity. I should mention that attention was once again turned to this in a recent decree of the party and government on additional measures to improve the supply of consumer goods to the public.

This is an important instruction for us. Why? Above all it makes it possible to eliminate duplication, to make hundreds of railroad cars shipped out of the capital with our products available, and thereby to relieve the

operation of the Moscow transshipment center appreciably. Crosshauls will be eliminated. At present you encounter this practically every day.

Here is an example. This year the combine is to produce nearly 2,000 tons of instant coffee. Only 985 tons of this has been allocated to the trade network in Moscow, we are shipping the rest to other oblasts and krais of the Russian Federation and to other union republics. None of this would arouse any objections if at the same time that this product is being shipped out of Moscow precisely the same product (under orders of the republic office of "Rosoptprodorg") were not being shipped to trade organizations in the capital from other cities of the country as well as through import purchases. The point: leave considerably more instant coffee we produce for Moscow and reduce counterhauls of it from other regions of the country.

The final indicator of an enterprise's economic performance is fulfillment of contracts concluded for delivery of products. But many difficulties arise in fulfilling them. In Moscow food concentrates are manufactured not only by our combine, but also by the Production Association "Koloss" and the pilot plant of the All-Union Scientific Research Institute of the Food Concentrate Industry and Specialized Food Technology (incidentally, both of them, just like our combine, are within the system of the food industry). We all are producing mainly one and the same assortment of products, and possibilities for their sales in Moscow are extremely limited. We feel that things should be set to rights in this matter. This would require specializing the enterprises in manufacturing particular products so as to take into account the equipment they have and deliveries of raw materials. Our combine, say, would be responsible for the assortment of dishes made from hulled grains and legumes, "Koloss" in vegetable concentrates (cabbage soup, beet soup and other soups), and the pilot plant in dietetic concentrates (cream soups, porridge, puddings and other products). I think if they clearly defined the assortment, the personnel of the republic's Minpishcheprom and the union ministry would thereby help our enterprises, which would in turn provide more products and achieve high quality.

Complaints Addressed to Wholesale Offices

Now about straightening out deliveries. Unfortunately, in recent years the problem of obtaining containers has been an increasingly delicate one for us. Why? Because less than 30 tons of our products are accommodated in a railroad car that will take 60 tons of freight. A 20-ton container will take 10 or 12 tons. Small containers with a capacity of 3 to 5 tons, which we are extremely in need of, are rarely allotted by railroad personnel. And here is why this is bad. The wholesale offices of "Rosbakaleya" try to arrange delivery of products directly to trade organizations, bypassing the warehouses of wholesale depots. In other words, to see that the deliveries are made directly from the enterprise to the sales point. We have nothing against that, though the number of addresses to which deliveries must be made increases to 2,000 for us. The difficulties here lie elsewhere. The wholesale people do not take into account that the volume of goods allocated to most consignees for the month, and quite often even for the quarter, are less than the normal carload. And there are only some 80 railroad stations capable of receiving

and processing the heavy containers, whereas 2,000 trade organizations receive our products. What is to be done here? It would not be sensible for us not to be able to ship goods to certain consignees for 2 or 3 months and then all at once to ship the allowance for the quarter. From the formal standpoint we would have fulfilled the contract, but still the customer has not received the product in the necessary assortment. In the stores it is feast or famine.

This is our opinion: To achieve uniformly paced deliveries the consumer--the wholesale trade link--and the supplier enterprise must operate in a more coordinated fashion. When the schedules of allocations are issued, they should take into account the standard size of the possible shipment and also the possibility of railroad stations at the destination to receive large containers. Our proposal is this: Wholesale organizations must accept at their depots all goods in lots less than the standard shipment. The results of deliveries would be considerably more effective with this kind of coordinated operation. And in the final analysis this would be beneficial to consumers: they would be able to find the full assortment of our products in the stores.

7045

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

LOSS OF MEAT PRODUCTS CRITICIZED

Moscow SOVETSKAYA ROSSIYA in Russian 18 Sep 83 p 1

[Article by D. Vinogradov, public correspondent of the MAYAK amalgamated newspaper, Bryansk Oblast: "A 'Transit' Bull-Calf"]

[Text] SOVETSKAYA ROSSIYA has already written about the large losses of meat due to the overexposure of calves during their receipt and prolonged transportation. The farms of our Novozybkovskiy Rayon and Klimovskiy Rayon, which neighbors it, have suffered considerable losses for these reasons. There is a meat combine in Novozybkov; however, a considerable part of the animals from its source of raw materials are brought as "transits" for a good hundred kilometers to Klintsy, bypassing the gates of the enterprise. Why?

A. G. Kochanov, its director, says: "The production capacities of our combine do not comply with today's requirements. The enterprise was constructed a long time ago and was designed primarily for the processing of poultry. Subsequently, it began to receive cattle, pigs and rabbits. But, you see, the building remained as before -- small. Many sections are in an emergency condition."

Having visited the combine, it is not difficult to convince oneself of what has been said. In the refrigerating chambers, for example, it is possible to bring only 12 tons of meat to the required temperature during three days. On some days, nearly threefold more of it is received. The good meat darkens and the Bryansk refrigerator combine does not accept it, declaring penalty sanctions against the Novozybkov processors.

They know about all this in the Bryansk Oblast meat industry administration and in the RSFSR Ministry of Meat and Dairy Industry; however, they have resigned themselves for many years to the backwardness: The combine fulfills the plan -- O. K. Our newspaper MAYAK has repeatedly written about the situation that has been created. In reply to the criticism, G. L. Kiselev, the chief of the "Rosmyasoprom" Association has reported that expansion, reconstruction or new construction at the Novozybkovskiy combine "is not being recommended" since the RSFSR Ministry of Meat and Dairy Industry is planning to construct a new meat combine in the city of Unecha during the

12th Five-Year Plan. The major portion of the cattle from our and Novozybkovskiy Rayons will go there. It turns out that the processing enterprise is being planned at an even greater distance from the sources of raw materials. How many special vehicles will the future Unechskiy meat combine need if the average haulage "arm" is approximately a hundred kilometers? New product losses and transportation expenses are unavoidable.

After the MAYAK newspaper's next article in November of last year, a reply was received from M. D. Abramov, deputy minister of the meat and dairy industry. He wrote: "The schedule for developing and siting meat industry enterprises is being reviewed and firmed up. The question of reconstructing and increasing the capacities of the Novozybkovskiy meat and poultry combine is being examined within the framework of this work.

"At the same time, I am reporting that instructions have been given by the ministry to the 'Rosmyasomolproyekt' Association to send specialists to prepare draft proposals for reconstructing the refrigerator of the Novozybkovskiy meat and poultry combine and increasing its thermal processing capabilities and storage capacities."

We were happy for a while: They finally understood their mistake in the ministry. After some time, V. P. Vasilenko, the chief engineer of the Bryansk meat industry association, and N. V. Potapov, a representative of the Volgograd design bureau, came to us. They also promised to send a group of designers. N. D. Abramov, the deputy minister, assured us in a new letter that the refrigerator in the Novozybkovskiy meat and poultry combine would be reconstructed in 1983.

It is only impossible to understand how this will be accomplished in practice. There are no design and cost plans and specifications, resources have not been released, and equipment is lacking.

Generally speaking, it is not enough to renovate only the cooling apparatus. The normal load in the meat fat section is 5-10 tons of meat a shift, but they process 30-40 tons. There is no cooling or boiling chamber in the sausage workshop, there is nowhere to put the prepared foods and the workshop is in an emergency condition and does not comply with technical and health requirements. In a word, no matter where you look in the combine, substantial alterations are needed everywhere.

The question arises: Perhaps it would be more advisable to use the resources, which they are planning to spend on the meat combine in Unecha, on reconstructing existing ones? It is worthwhile to think about this especially if you take into account the fact that the Bryanskiy and Klintsovskiy combines are not completely loaded. Incidentally, the discussions about the Unechskiy combine are not taking place during one five-year plan. Less time is required for reconstruction than for new construction especially since the production forms and records, which were prepared for it, have become obsolete and it is necessary to update them substantially.

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

PROBLEMS WITH PAPER SUPPLY DISCUSSED

Moscow SOVETSKAYA ROSSIYA in Russian 26 Oct 83 p 1

[Article by Ivan Simdyankin: "Paper for the Press"]

[Text] The subscription campaign is coming to an end. According to preliminary results, one can already judge how active the interest of the Soviet people is in periodicals. This is natural: For millions of readers our press is not only the source of cognitive information but also the rostrum of public opinion. The single circulation of newspapers and magazines, which are published in the country, is 350 million copies. There are more than 40 million books in state and private libraries. The demand is growing all the time. It is still far from being completely satisfied. The main reason here is the shortage of paper and printing capabilities. As was pointed out during the June 1983 CPSU Central Committee Plenum, the Ministry of the Timber, Pulp and Paper, and Wood Processing Industry and other departments are not treating the strengthening of the technical base for propaganda with the necessary responsibility. You see, it is time to understand that this is restraining the effective use of our propaganda potential.

The most important task for workers in the branch is to increase the output of paper for the press and to improve its quality. How is it being solved? During the past three years, capacities for producing newsprint have grown approximately 25 percent. A new highspeed paper manufacturing machine is being put on line in the Kondopozhskiy combine and a fifth one in the Balakhninskiy combine after a radical reconstruction. The modernization of equipment is continuing in the Solikamskiy combine. While competing with each other, the collectives of these very large enterprises in the branch are providing technical and practical help to each other. They are solving many production questions together. As a result, the requirements for newsprint for the achieved circulations is practically being completely satisfied. This permits their retail sale to be increased.

But how are things with the production of other types of paper for the press? The collective of the Kotlasskiy combine is working steadily. They are also overfulfilling quotas in the Syktyvkarskiy Timber Industry Combine. The largest assembly for the production of paper for books and magazines in the country was recently put into operation here. Its assimilation is taking

place considerably ahead of schedule. When it reaches its designed capacity, the country will receive annually approximately 180,000 tons of a still scarce product. This will provide a considerable addition for the circulation of magazines and artistic, children's, social and political literature; and it will create conditions for removing the restrictions on subscriptions.

For the first nine months, however, the branch as a whole produced almost 40,000 tons of paper less than was stipulated. The duties facing the printers in the collectives of the Kamskiy and Krasnoyarskiy combines are great. The Kamskiy combine, for example, is the only enterprise producing cheap offset paper -- there is nothing with which the publishing houses can replace it. For every disruption in deliveries, there is essentially a loss in the circulation of publications which are enjoying an increased demand. The Krasnoyarskiy combine, besides not fulfilling the plan according to volume indicators, is producing paper of low quality. Many users are rejecting it, preferring newsprint. This leads to additional expenditures and worsens the appearance of the publications.

At times, disruptions in the work of branch enterprises arise because production plans are not always closely tied to the capabilities of material and technical support. For this reason, the Nemanskiy and Sovetskiy combines are working intermittently, and the Zhidachovskiye Pulp and Paper Plant regularly does not fulfill its quotas. The Leningrad "Bumaga" Production Association was in such a state! For five years, it has fulfilled the plan by no more than 15 percent. At first, the main supplier of cellulose-- the Bratskiy Timber Industry Combine -- let it down. The association has now been reoriented toward the production of book and magazine paper instead of letterpress paper No 1. Other enterprises are now supplying it. Has the situation improved? It still hasn't. The gap of many years' standing led to many experienced workers being discharged. The association is now critically short of people, and that is why the mastering of the new product is taking place in an extremely complicated manner. This is an example which provides food for anxious reflection. You see, the social consequences of this or that economic decision must be taken into account without fail when determining the prospects for the expansion of production. Is not such economic short-sightedness too expensive?

Now, when the plans for next year are being developed and finally coordinated, it is the time to think seriously about what should be done and how it should be done so that complications in the supplying of enterprises with everything that is necessary for the successful fulfillment of their quotas will not arise -- especially, the supply of wood. The ministry's workers are continuously monitoring deliveries. However, the gap between the planned requirement and the actual level is still more than 10 percent. The capabilities of intra-branch cooperation for deliveries must be used more fully.

The shift to the production of thin paper is providing a considerable reserve in obtaining additional production. Printers and communications and transport workers are waiting impatiently for it. The thinner the paper, the larger its metric area, and this means the circulation. Mailmen's bags will become lighter -- they will be able to service more subscribers. I will cite the

following figures concerning transportation. If the weight of a square meter of newsprint is decreased by only three grams, the editions, which are transported annually, will be lighter by 60,000 tons. How many trucks and railroad cars would be freed! And, of course, one cannot forget that the savings in valuable coniferous wood will bring considerable benefits to the paper-makers. In a word, no matter from what side you take it, the shift to thin paper will have a large national economic effect. The collectives of the Kotlasskiy and Solikamskiy combines, whose experience the CPSU Central Committee has approved, have achieved large successes in decreasing the material intensiveness of production. The collective of the Balakhninskiy combine is also working consistently and purposefully at this.

It is considerably more complicated to produce thin paper. Figuratively speaking, it requires greater delicacy both during manufacturing and use. The slightest failure to observe production practices can turn into large economic losses both for the paper-makers and for the printers. In a word, the question deserves the attention of not only the enterprises but also of scientists. It seems to us that the specialists in the Central Paper Scientific Research Institute must play a more active role and help production workers more rapidly in determining the optimum technological conditions that summarize the achievements of native and foreign practices.

It is known how exacting today's purchaser is toward the quality of goods. We often say: A book is the best present. It is pleasing to present a beautifully designed publication to a friend or relative. Everyone wants to have exceptional books from a printing point of view in his library. A magazine is welcomed much better when there is clear print and good illustrations in it. The quality of publications directly depends on the variety of produced types of paper. Printers are still restricted in opportunities for designing publications. The output of illustration, fly-leaf, cover and other types of paper has not grown for several years. Most frequently of all, offset paper is replacing them. This has an effect not only on the external appearance of the printed product but also, of course, on the circulation. How can this problem be solved more rapidly? Now, when new capacities are being commissioned at the Svetogorskiy combine and the Syktyvskarskiy Timber Industry Combine, the opportunity to increase the output of design types of paper is becoming an actual one. It seems that the specialization of enterprises is the best way. Now, dozens of combines are producing different kinds of paper in small volumes. Just as small production volumes of equipment are unprofitable for machine builders, so too a small order brings additional expenditures to the paper-makers. Since there is no enterprise economic interest, it is difficult to expect a growth in production output.

In order for the suppliers of paper products to be attuned to the interest of the consumer, it is clear that close mutual contacts are necessary. The cooperation of the collectives of the Kotlasskiy Paper and the Chekhovskiy Printing Combines is illustrative in this regard. The cooperating workers constantly visit each other and know their mutual capabilities in detail. They are improving technologies together and are working at improving product quality. This cooperation has another no less important goal -- the saving of paper.

The partners have been able to reduce its losses to zero. As a result, this has turned into considerable additional benefits. The undertaking is valuable in every respect. There is sense in looking at it more intently and in the paper-makers and printers being able to repeat it over and over again.

The economic use of paper will depend in no small measure on the publishing houses. Unfortunately, cases are still frequent where it is expended on the publication of magazines, pamphlets and at times even books whose value is not great. The State Committee for Publishing Houses, Printing Plants and the Book Trade and other departments must approach the development of subject plans more strictly. Why shouldn't the State Committee for Standards not review the norms for expending paper on various types of blank forms and documents--in other words, "reduce" the office waste which at times flourishes? A great deal has been said about this in letters from workers. The savings of only one percent of the overall volume of produced printing paper would permit a forest of almost 1,000 hectares to be preserved. Imagine how great is the dependence of nature's health, and this means, of man on our zealously!

... Every morning on the way to work I see one and the same picture. Dozens of people are reading in an overcrowded subway car -- books, magazines and newspapers. No matter how rapidly television, radio and the movies are expanded, our interest in the printed word remains unchanging. It will only grow. The fuller satisfaction of the growing spiritual needs of the Soviet people and the fulfillment of the social order of millions of readers are the most important task of workers in paper and printing establishments and publishing houses.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

COMPREHENSIVE STANDARDIZATION PROGRAM DISCUSSED

Moscow IZVESTIYA in Russian 29 Oct 83 p 2

[Article by V. Romanyuk, IZVESTIYA economic reviewer: "The Paradoxes of a Standard"]

[Text] The discussion had lasted a good two hours but to all outward appearances mutual understanding would not be achieved. I had come to the director of a large production association with the humble complaints of consumers about product quality in my hands: "Bring influence to bear!". I try....

My fellow discussant flings open the fat volume of documents. "What do you want? All of the items correspond to the standards and specifications."

I want nothing more and I close my notebook. Revering the standard is the law of our economic life. We have become accustomed to see in it the latest word in scientific and technical progress, a synthesis of the best practical experience. A standard is strict but just -- this is known to all. The dream of any economic executive is that all the products of his enterprise will correspond to the standards and specifications. However, even a standard -- it turns out -- is not without sin!

I recently had occasion to be present at a meeting of the capital's party aktiv. Cases were cited there where requirements, which were inferior to the best modern analogues, were being placed in new standards; and state all-union standards, whose period of effect had expired, were being reviewed late.

When a state all-union standard has been developed even -- it is necessary to think -- for the highest class and when it is coordinated in all departments, it should be a strict one and leave no loopholes through which yesterday's products can trickle to market. Unfortunately, this is no rarity.

Here is an example. The State Committee for Standards approved a change to 374 standards in effect, ruled out the use of natural cloth as packing material, restricted the effective period, and introduced changes in 50 standards for industrial fabrics made from cotton yarn. It soon became clear, however, that it was extremely difficult to carry out these changes. Few substitutes were being produced, their quality was unsatisfactory, and their costs were too high. As a result, an excessive amount of cotton fabric went to technical needs.

But what about the standards? It seems that it is even formally possible to violate them with impunity because the State Committee for Standards -- to put it mildly -- "was cunning", permitting the simultaneous use of synthetic, mixed and natural materials. It was assumed that the substitution would take place "as the technology was mastered and the appropriate raw material was apportioned". However, examinations of this same State Committee for Standards showed that the "mastery of technology" disturbed few in many cases and the high costs of the substitutes frightened only occasional enthusiasts. Chiffon, coarse calico, flannel, madapollam, calico, not to mention cheese cloth -- hundreds of millions of meters of cloth trickled through the "cracks" in the standard. Not having a real technical foundation and production base, the standard becomes an unscrupulous partner of the economic executives. Its prestige and obligation fall.

I had an extremely remarkable dialogue on this score with V. Panov, a section chief in the All-Union Standardization Scientific Research Institute, and N. Kizhatkina, senior engineer in the technical department of the State Committee for Standards.

My fellow discussants said: "You are overlooking the main thing. The ministries, who also have responsibility for the technical level and quality of the products, develop the standards."

"And the State Committee for Standards?"

"It examines them and rather frequently returns them for elaboration."

"And all of these are 'temporary permissions'?"

"They are done in accordance with an urgent request of the ministries and for strictly stipulated periods...."

These are "temporary permits"! Every economic executive knows that "temporary" decisions at times live longer than permanent ones. An advanced standard for electrical heater devices, which prohibited the output of electrical plates with an exposed coil, was introduced several years ago. The Ministry of Electrical Equipment Industry, as the developer of the new standard, should have expanded the production of economic plates with tubular electrical heaters-- with burners; however, it was not especially successful in its undertaking. The demand for electrical plates is being satisfied today only by half, and Ministry of Trade workers willingly close their eyes to the deviations from the standards: they are spoiled! In the spring, the State Committee for Standards gives the next permit for the production of energy-inefficient plates.

What is there to say about these cases? At one time, the abolition of a single letter "yat" considerably simplified orthography and permitted a savings in paper of up to 20 percent with the publication of each book. But what if the standard had permitted a dual spelling? Or provided for the exclusion of the archaic symbol (where possible)? We would still be stumbling over this very "yat"!

The State Committee for Standards is not omnipotent. If an incompletely developed new technology or design has been created in some branch, it happens that a "too tight lacing of the cable" begins: produce the new one or improve the old one? Preference is often given to the new one as if requirements for the putting of it into production had been put forward. They complain in the State Committee for Standards: "What is there to do? They have placed it before the fact. To shake one's fists after a fight is a hopeless cause". From where does this illegality come? It is completely possible to take the innovation under control during the design stage. The instrument of coordination is the system for developing and organizing items for production -- such an important element of it as advanced designing and the system of state testing. There are rights, and they provide the State Committee for Standards an opportunity to actually influence the course and rates of technical progress.

Now, standards keep in their sights only finished products although, you see, it is clear that in order to insure the high quality and economy of the final item, it is necessary to monitor technology. The periodic examinations, which are conducted by State Committee for Standards bodies, of the various types of sanctions have little effect on product quality. As a rule, 60-70 percent of the inspected enterprises boldly violate standards since none of the directors specifically pays for the output of poor items. According to V. Yunitskiy, deputy chairman of the State Committee for Standards, the removal of the profits, which are received by an enterprise for products prepared and sold with deviations from the standards, is only a pin-prick.

However, it is necessary to ensure somehow the regimental honor. Is it from here that the various types of weakening and compromises, which are incorporated in the standards themselves, come? It is bad if this applies to even a particular case. When we are talking about standards, behind each of which there are thousands and millions of items being circulated, we are talking here about considerable material losses. Not to mention the moral ones.

A. Petrov, a Muscovite and specialist in the all-union information fund of standards and specifications, shared his thoughts on this subject. In his letter, he told about the reasons for the low quality of wedge-shaped razors. The author raises a sacramental question: Is the fact that he is using an item that corresponds to the standard a consolation to the one shaving with a dull razor? Quite a bit has been written about these razors. And what about it? The State Committee for Standards bodies have found an extremely original way out of the situation: The requirements for improving the cutting capability and durability of the razors during work have been eliminated in the revised RST RSFSR 44-81 standard, and the phrase that the razor should not cause any painful sensation has disappeared. It said in the former standard that the thickness of the cutting edge should be no more than 1.5 microns; in the new one, this requirement is technically passed over in silence.

A standard is not a Themis and not a punishing sword. However, you see, it should have principles. The main ones are the requirements of scientific and technical progress and the interests of the user. Alas! Some standards are extremely far from this. True, a standard is able to disguise itself in

the armor of various types of rigid requirements. This permits it to maintain at least outward respectability. Those, who have had occasion to read all-union state standards and moreover to work on their introduction, will certainly confirm that this pursuit is not one of the most thrilling ones. Many standards are made excessively large by the abundance of requirements and indicators that are written down for every one of life's cases.

Economic executives complain irritably that there is no rest from the army of controllers who are mainly engaged in checking the compliance of items with the standards. They told me a fantastic story where the dispatching of products was delayed only because the frame was depicted on the label not as a square, as was stipulated, but as a rectangle and where a drop of metal, which was represented on the document, did not completely correspond to the required configuration. In this regard, they also cited cases that were paradoxical at first glance: Items comply with the all-union state standard but poorly serve the user. What about this incongruity?

There is no incongruity at all. Today, such a number of state all-union standards - prescribing recommending and prohibiting -- are in effect in each branch that sometimes the main reference points of technical progress drown in their disagreement. Let us admit that the output of items with the Seal of Quality is a prestige indicator. However, the manufacturers and consumers place a different meaning on the concept of quality: For the former, it is compliance with specifications and state all-union standards; for the latter it is the item's productivity, durability and reliability. Alas, these requirements do not always coincide. However, the interests of an inflexible strategy, for which a standard is often put forth by the ideologist, prevail.

Much has been said and written about the complexity of the procedure for coordinating production forms and records. It was recently suggested that the State Committee for Standards take steps to improve and simplify the procedure for compiling and coordinating production forms and records. Actually, this procedure long ago exceeded the limits of common sense.

N. Marinochkin, the chief designer of the Moscow "Dinamo" plant, says: "A designer has little to do with the development of a new machine. He hardly manages to change the documentation in imitation of the new changes in the standards. A state all-union standard for an item must be unified and comprehensive. In order to test one unit, we must take into account the requirements of two dozen standards."

The avalanche of state all-union standards, branch standards, recommendations, temporary statutes, and other documents, which are designated by some with the intelligible abbreviations "RD", "MR", "MTs", "RDI", "GPTs", etc., has acquired really stunning dimensions. I leafed through several volumes of documents that were accompanied by volumes of amendments to them, and I must say that months and years are required only to examine them not to mention to study them thoroughly. Meanwhile, a new "barrage" of paper is propping them up.

V. Ivanov, a chief designer of electrical cranes, says: "The time has already passed when it was sufficient to coordinate the specifications with the

customer and approve them in the central board in order to serially produce an item. Dozens of visas and signatures are now required. It is necessary to know how to "make one's way" through this labyrinth. Prominent specialists spend weeks in the corridors of the All-Union Electrical Standards Scientific Research Institute, 'grinding' the commas in the documents."

Incidentally, some improvement has already been achieved. The period for coordinating specifications for simple items has been decreased to 15 days. Inertia, however, is strong! Examinations have shown that the procedure and periods for passing drafts of normative and technical manuals are being violated as before, the prescribed levels for approving them are not being observed, and the number and listing of officials, who sign these documents, are being arbitrarily changed.

The sea of standards is truly boundless. A total of 23,000 state all-union standards, 38,000 branch and 4,000 republic standards, 130,000 specifications, and approximately one million enterprise standards were in effect in the national economy on 1 June 1983. It is extremely difficult to monitor the fulfillment of this mass of documents. Specialists think that it is high time to carry out a shift to developing standards for groups of similar items with long-range requirements obligatory during the designing and organizing of the new product for production.

An appropriate program for work in this direction has been defined by the methods requirements that were recently developed by the State Committee for Standards jointly with the State Committee for Science and Technology. Among the questions of improving the specifications, quality and economy of products, state all-union standards for general technical requirements should set the tone and become an effective factor in forming the fund of qualitative normative technical documentation. Guided by standards of -- so to say -- a strategic level, the State Committee for Standards will no longer have a right "to put itself in the position" of departments who do not wish to undertake a fundamental reorganization of production. Moreover, it will receive levers for influencing a substantial increase in the productivity of machines and lowering their material and labor intensiveness.

An important direction in the work, which must be speeded up, is connected with carrying out a comprehensive standardization program. Only the USSR Ministry of Light Industry and its cooperating ministries will realize before the end of the five-year plan 18 of those programs which provide for the development, revision and introduction of more than 800 interconnected standards and specifications both for finished products and for raw material, materials, equipment, and instruments. Experience in introducing standards for common specifications for groups of products has been accumulated in this branch. Having a minimum of regulating requirements, they insure maneuverability in updating the variety and deliver the controllers from the need to sink to small fault-finding.

The specialists are reasonably proposing to keep only the common technical requirements in the standards and transfer everything else to the specifications (TU). Yes, by only concentrating on the main thing, State Committee

for Standards bodies will be able to participate purposefully and effectively in accelerating scientific and technical progress. This is the requirement of the times.

8802

CSO: 1827/80

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

MACHINEBUILDING AND CONSUMER GOODS

Vilnius SOVETSKAYA LITVA in Russian 26 Oct 83 p 2

[Article by I. Barisas, chief of the machinebuilding division of the Lithuanian SSR Gosplan: "Not All Reserves Are Being Used"]

[Text] A number of collectives in the country's progressive enterprises recently proposed an initiative: To expand the production of goods for the people more broadly. As is known, this initiative received the approval of the CPSU Central Committee. It is extremely symbolic that the collective of the "Uralmash" Production Association, whose enterprises do not specialize in the production of goods for the people but who make them in addition to their main products, is among the initiators.

Quite a bit is also being done in a number of our republic's non-specialized machine-building plants to increase the production of cultural, everyday and household goods. Their collectives are making a weighty contribution to the satisfaction of the demand for these articles. This year, 260 descriptions of different goods worth an overall value of 62.6 million rubles are being made by non-specialized enterprises. Their production must grow 1.5-fold during the 11th Five-Year Plan.

For example, the enterprises of the "Sigma" Production Association are performing a great deal of work in mastering and producing goods for the people. Six specialized sections have been organized here. Two specialized sections are engaged in the development of new items of this type. In this regard, the services of the leading branch institutes-- the All-Union "Soyuzpromvnedreniye" Association, the Vilnius branch of the All-Union Scientific Research Institute for Technical Esthetics, and the Experimental Artistic Bureau of the Republic's Ministry of Local Industry -- are being widely used.

All this is providing good fruit. Such products as the "Submarine", "Football" and "Hockey" automatic games; fog headlights for automobiles; and padlocks and deadbolts for increased security are enjoying a high demand in our republic and throughout the country. All told, 40 descriptions of items are being produced by the enterprises of the association, and their share in the overall production volume is approximately six percent. The concentration of forces and cooperation with the country's leading branch institutes have

permitted the quality of the produced items to be significantly improved and goods, which do not enjoy a demand, to be abandoned. At the present time, almost half of the products being produced are marked with the state Seal of Quality.

The better use of wastes and local raw material is an important reserve for increasing production and expanding the variety of goods for the population. An inspection exhibition of consumer goods made from the wastes of primary production, which was conducted this year, showed that these capabilities are still not being used sufficiently both in the machine-building and metal-working industry and in its other branches. Only individual enterprises have achieved weighty results in this direction. Among them it is possible to mention the Lithuanian "Neris" Production Association, the Panevezhskiy Cable Item Plant imeni the 50th Anniversary of the Komsomol, and the Alituskiye machine-building and refrigerator plants.

Thus frames for prefabricated hothouses, furniture accessories and ironing-boards are being manufactured in "Neris" partially from the wastes of its primary production. Home shelving, which is intended for storing household articles in any subsidiary structure and also in basements and garages, has begun to be produced completely from wastes this year.

The fulfillment of the Food Program is inseparably linked with the further development of personal plots. Therefore, special attention must be devoted to the creation of equipment, machines, devices, and implements that will make the work of rural inhabitants on these plots easier. In connection with this, the "Neris" Production Association, which has a great deal of experience in preparing equipment for animal husbandry and fodder production, last year made and conducted plant and farm tests of the MIKR-1 fodder shredder and the MKD-1 grain mill.

The MIKR-1 fodder shredder is a universal electrical machine designed for shredding root-crops, grass, straw, and grain that is grown on the personal plots. It is planned to produce the first test lots of these machines at the end of the year. More than half of its components are made from the wastes of the main production. There is every basis for supposing that these assemblies will enjoy a great demand among the population.

The Panevezhskiy Cable Item Plant imeni 50th Anniversary of the Komsomol is producing a wide variety of goods made from the wastes of its primary production. Among them are New Year tree decorations, wire kits, ASK-1 room antennas, domestic hooks, and other items.

The items, which are made from metal and polystyrene wastes in the Alituskiy Refrigerator Plant: metal tiles, kitchen cupboards, racks, and facing tiles, enjoyed a high demand. The Alituskiy Machine-Building Plant produces more than a third of all consumer goods using the wastes of its primary production: canning lids made of multiple use stainless steel and shoe-horns.

However, there still exist certain difficulties and unresolved questions in the matter of organizing the production of consumer goods in machine-building plants of union subordination. The production volume of cultural and everyday goods and household articles, which are established by the union ministries in the enterprise plans, far from fully take into account their production capabilities in many cases. Often, the proportion of these items in the overall production volume does not exceed one or two percent. The technical capabilities and experience of branch design organizations and plant design bureaus are also not being fully used in organizing the production of items which possess the best consumer qualities and which enjoy increased demand among buyers.

For example, the Vilnius "Komunaras" Machine-Tool Plant has been producing a drilling attachment for several years which has limited demand, but the suggestions of the trade organizations to begin production of goods, which enjoy an increased demand among buyers, are not being accepted in the plant.

The proportion of consumer goods in the overall volume (less than two percent) is insignificant in the Mazheykskiy Compressor, Shyaulyayskiy "Nuklon", Vilnius Radio Measurement Instrument imeni 60th Anniversary of October, and Panevezhskiy Engine-Driven Compressor Plants.

There are often cases where the preparation and production periods for new items are dragged out unwarrantedly in enterprises. Thus, a number of enterprises planned to produce very needed goods, but the output is still not visible. For example, it was necessary for the "El'fa" Production Association to accelerate preparations for producing coffee mills, the Kaunas "Tsentrolit" Plant -- cast iron frying pans, the Alituskiy Refrigerator Plant -- electric potato grating machines, and the "Komunaras" Machine-Tool Plant -- dryers for mushrooms and fruit and other items.

In a word, the non-specialized machine-building enterprises should regard the production of goods for the people with great attention and use every capability and reserve, of which they have quite a bit still, for this.

8802

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

UNIVERMAG 'MOSKOVSKIY' OPENS

Moscow SOTSIALISTICHESKAYA INDUSTRIYA in Russian 5 Nov 83 p4

[Article by I. Tyurina: "The 'Moskovskiy' Opens Its Doors"]

[Text] The "Moskovskiy" department store -- the largest commercial center in our country and one of the largest in Europe -- opens its doors today for its first visitors. It is a beautiful gift for the holiday not only for the Muscovites but also for guests in the capital.

It is very convenient: It is at most a five minute walk from any of the three stations, which are located on Komsomol'skaya Square, to the new store. Even those who are hurrying for a train, do not leave Moscow now without a gift for their relatives and friends. The store is beautiful. Spacious and bright halls, bright windows, and unique equipment. The open-work design of the sections is light and smart and permits the assortment of goods to be embraced with one look.

It is not worthwhile to even list what can be purchased in the store. Everything except furniture and automobiles. The assortment is present on three floors in accordance with the principle of so-called consumer complexes: "Women's Goods", "Men's Goods", "Household Goods", "Sporting, Tourism and Vacation Goods", etc. The sale of food items will take place in a large hall with an area of 1,700 square meters.

The department store's builders were also concerned about those who would take care of the commercial center's guests. A dining hall, first aid station and barber shop are already operating, comfortable restrooms have been set up on each floor and there are shower and ironing rooms.

The "Moskovskiy" department store is equipped with the latest equipment. Practically all of the labor-intensive operations have been mechanized. The complex technical equipment, which has been called upon to service the very large modern commercial building, will help to deliver goods rapidly to the sections and remove the freed packaging. The commercial halls are equipped with systems for removing dust and smoke, ventilation and airconditioning systems, and thermal curtains.

Thus, the "Moskovskiy" invites guests

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

BRIEFS

SHORTAGE OF SPARE PARTS--Kryukovtsy, Kirov Oblast--What family in our time does without a radio receiver, a washing machine or a refrigerator? The fact that, unfortunately, not everyone is free from troubles with household appliances is another matter. When a breakdown occurs, heavy apparatus has to be dragged to shops. It is good if they are nearby. But what about rural residents who transport nonoperating equipment to the rayon center? Meanwhile, many could have themselves eliminated minor defects in their equipment. But the problem is that there are no spare parts in stores. If a belt in a washing machine breaks, it is necessary to transport the machine over dozens of kilometers. But this is not worth a farthing. It is very difficult to find bicycle tubes and coils for irons and hot plates. One either has to buy a new item, or to travel to neighboring centers, losing valuable time. Perhaps I am repeating a known truth: It is necessary not only to manufacture household equipment in a large quantity, but also spare parts for it. The payoff is immense: Shops for the repair of household equipment will be relieved, the period of operation of a bought item will be increased and, what is most important, people will not have to get leave from work to transport equipment to a shop. /By I. Kazyakoviyev/ [Text] /Moscow KOMSOMOL'SKAYA PRAVDA in Russian 13 Sep 83 p 2/ 11,439

SEASONAL CLEARANCE SALES HELD--The USSR Government has adopted a decision on seasonal clearance sales of goods. It has been considered appropriate to hold clearance sales at reduced prices of autumn-winter range goods in February-April and goods of the spring-summer range in August-October. Specific dates and procedures for seasonal clearance sales will be set by ministries of trade and consumer cooperatives of union republics in agreement with the USSR Ministry of Trade and the Central Union of Consumer Cooperatives. It has been prescribed that ministers of trade of the republics, heads of kray and oblast trade boards, and chairmen of boards of the appropriate consumer cooperatives bear personal responsibility for organizing and holding seasonal clearance sales of goods and for the correct use of resources allocated for these aims. [Text] [LD241104 Moscow Domestic Service in Russian 0900 GMT 24 Dec 83]

HOUSING AND PERSONAL SERVICES

QUESTIONS ANSWERED ON 1983 INCREASE IN PENSIONS

Moscow AGITATOR in Russian No 19, Oct 83 pp 16-17

[Answers to readers' questions by A.G. Solov'yev , deputy chief of the Social Security Administration of the USSR State Committee for Labor and Social Problems: "A Raise in the Pension of Labor Veterans"]

[Text] Effective 1 January 1983, the amount added to old age pensions for uninterrupted service was raised from 10 to 20 percent. The USSR Council of Ministers recently passed a decree enlarging the group of individuals entitled to this additional payment as of August 1983. The social and economic significance of the increase is that it will help to create stable labor collectives and reduce personnel turnover, for one thing, and in the second place it will provide a reward for length, uninterrupted work at the same enterprise.

The readers have asked the magazine editors to comment on the Soviet government's new decision on labor veterans. They include P. Bondar, Krivoy Rog, M. Pavlov of Ulan-Ude, Yu. Rozhkova of Orekhovo-Zuyevo, Moscow Oblast, N. Perederiy, of Makeyevka, Donetsk Oblast, A. Kursanina of Kungur, Perm Oblast, V. Kozlova of Moscow, V. Kazel of Lida, Grodno Oblast, M. Zheludkova of Manturovo, Kostroma Oblast, and many others.

The editors have asked A.G. Solov'yev , deputy chief, Social Security Administration of the USSR State Committee for Labor and Social Problems, to answer the readers' questions.

[Question] How do the terms for making the increased, 20 percent payment differ from those established for granting the 10 percent additional payment for uninterrupted length of work?

[Answer] Under the Law on State Pensions the 10 percent increase is paid to blue- and white-collar workers (both men and women) who have more than 15 years of uninterrupted service to their credit. If they do not have more than 15 years of uninterrupted service, however, but they have a combined length of service exceeding by 10 years that required for granting an old-age pension, then the 10 percent increase is granted.

The 20 percent increase combines the two requirements, as it were. It is paid to those blue- and white-collar workers who have at least 25 years of uninterrupted service at the same enterprise (at least 20 years for women with children), a total length of service which exceeds the required period by 10 years--that is 30 years for women and 35 years for men, and who worked to 1 January 1983 or beyond that date.

[Question] What is the procedure for granting the 20 percent increase to individuals who have already been granted a pension?

[Answer] This increase can only be granted (with the required continuous and uninterrupted length of service) if the pensioner takes a blue- or white-collar job--that is, if he takes a permanent job. The job must last at least 4 months.

[Question] How does this apply to labor veterans receiving small pensions and unable for reasons of health to accept a normal job?

[Answer] They should find a part-time job near their home or a job to be performed in the home. They should be given substantial assistance in this matter by the administration of the enterprise or organization where they were previously employed, by social security agencies and by employment offices.

There are prospects for improving pensions also for those veterans who cannot return to work even under facilitative conditions. In accordance with decisions adopted at the 26th CPSU Congress, it is planned during the current five-year period to increase pensions already in effect for purposes of bringing them closer to pensions presently set for workers in similar jobs and with similar skills. In the first phase this will apply to those who receive small pensions of up to 60 rubles.

[Question] What are the changes made in the procedure for adding the 20 percent increase to old-age pensions which went into effect on 1 August 1983?

[Answer] These changes have to do exclusively with determining length of continuous service in the same enterprise, establishment or organization. All of the other conditions remain the same.

I shall explain that. Previously, only work performed in the same enterprise, establishment, or organization was considered for granting the 20 percent increase. It was not permitted to combine periods of service at various enterprises, regardless for the reason for the transfer, except those cases in which work forces were reduced or the enterprise, establishment, or organization was closed. Effective 1 August, a change was made in the main one of the three conditions: If a worker was transferred from one job to another by decision of management, party, or soviet organs because of his election to a state or public agency, he is entitled to the 20 percent increase. Briefly stated, the ukase passed by the Presidium of the USSR Supreme Soviet and the decree passed by the USSR Council of Ministers on 30 June 1983, authorize the application of the Rules for Calculating Length of Continuous Service for Blue- and White-Collar Workers for Determining State Social Security Benefits, which are used for calculating the 15-year length of continuous service for the 10 percent increase.

[Question] What if the blue- or white-collar worker was discharged of his own choice?

[Answer] These Rules are not applicable except in the case of pregnant women and mothers with children below the age of 8 years, when the husband or wife has been transferred to a new job in a different location or retires with an old-age or disability pension, or in connection with a move to another location as a result of organized recruitment, agricultural resettlement or a public call-up.

[Question] Do the Rules cover all cases in which length of continuous service is retained?

[Answer] The Rules are not exhaustive, but the more typical situations involving a transfer from one job to another and the retention of continuous length of service are covered in them. For example, the period of time not worked may not exceed 1 month in the case of a transfer from one enterprise, establishment, or organization to another, unless otherwise specified by the Rules themselves or by other current legal standards. And we do have these, although they are of limited application. For example, there is a ruling that permits the application of the more advantageous 3 month period for beginning a new job as a result of evacuation during the Great Patriotic War. Or take another example. A ruling adopted in 1982 states that the period of work on the kolkhoz is considered as part of the uninterrupted length of service for kolkhoz chairmen and specialists elected to vacated, elective jobs in party, soviet, trade union or Komsomol organs, as well as those appointed to other positions of responsibility in such organs or in state agricultural enterprises and organizations. This ruling is also applied for determining eligibility for the 20 percent increase.

[Question] Are workers who have transferred to jobs on a kolkhoz entitled to the 20 percent increase?

[Answer] Yes, they are. Effective 1 August 1983, work performed prior to being accepted as kolkhoz members is considered as part of the uninterrupted length of service before granting the increase. Let us say that a plant worker has been transferred to work as a machine operator on a kolkhoz with his own agreement and the party organization's recommendation. The interval between the jobs has not exceeded 1 month, his length of uninterrupted service is unbroken in this case. In addition, the length of service may also include time worked at other enterprises which could have been included had he continued to work in the plant until his retirement with a pension.

[Question] Is it necessary for the 20- or 25-year length of continuous service entitling one to the increase to have extended right up to the time of application for the pension or the increase in the pension?

[Answer] The Statute on the Procedure for Granting and Paying State Pensions (Point 116) states that the increase for continuous length of service is added regardless of whether the blue- or white-collar worker accumulated the length of service immediately prior to applying for the pension or earlier. This applies equally to the 10 percent and the 20 percent increase. A blue- or

white-collar worker who has worked 25 years continuously at the same enterprise in the beginning of his working career but later had a period of time in which he did not work is therefore still entitled to the increase.

[Question] The job records do not always contain all of the necessary information for calculating continuous length of service for entitlement of the increase and pension, especially when leaving the job of one's own wish for valid reasons. As a result of the husband's transfer to another location, for example. What can be done in such cases?

[Answer] Additional documents are needed when the work record does not contain all of the information necessary for determining uninterrupted length of service. The administration of the enterprise or organization and the trade union committee recommending the worker for a pension must see to it that these documents are provided in good time. I should point out that there are no special requirements with respect to the format for these documents. Specifically, the fact of a husband's transfer to another area can be confirmed with information taken from his work record or with certification from the place where the husband previously worked or the place to which he was transferred. Naturally, marital status at the time of leaving a job for this reason must also be established. The existence of children below the age of 8 years at the time the individual left the job of his own wish can be confirmed with a copy of the child's birth certificate, for example.

[Question] Where should one apply to receive the increase?

[Answer] It is recommended that individuals apply to the administration at the place of work. It is required to submit the proper application with all the necessary documents to social security bodies. The pensioners who stopped working after 1 January 1983 should submit their requests directly to the rayon (city) social security section and provide the necessary documents.

More detailed information on specific questions pertaining to the granting of the increase can be obtained in social security agencies at the place of residence or in trade union agencies.

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11499

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HOUSING AND PERSONAL SERVICES

ANNOTATION, TABLE OF CONTENTS FROM BROCHURE ON HOUSING AND MUNICIPAL SERVICES

Moscow KOMMUNAL'NO-BYTOVYYE PREDPRIYATIYA V SISTEME OBSLUZHIVANIYA NASELENIYA
(NOVOYE V ZHIZNI, NAUKE, TEKHNIKE: SERIYA "TORGOVLYA I BYTOVOYE OBSLUZHIVANIYE"
in Russian No 12, Dec 83 p 2

[Annotation and table of contents from brochure "Municipal and Everyday Enterprises within the System of Consumer Services (Legal Aspects)," by Yefim Abramovich Pavlodskiy, candidate of juridical sciences, senior scientific associate at the USSR Ministry of Justice All-Union Scientific Research Institute of Soviet Law, Moscow "Znaniye," 1983, (issue No 12 of NOVOYE V ZHIZNI, NAUKE, TEKHNIKE: SERIYA "TORGOVLYA I BYTOVOYE OBSLUZHIVANIYE"), 64 pages]

[Text] The brochure will familiarize [the reader] with the current 1982 Fundamentals of Housing Legislation in the USSR and the Union Republics and the 1983 housing codes. Procedures and bases are shown for the allocation of housing and the rights of renters and members of their families, and also other persons living with them. A special section deals with the organization of the use and maintenance of housing and municipal services. Basic questions of responsibility for the violation of rules applying to residence in and maintenance of housing are examined.

The brochure is intended for workers in housing and municipal services, lecturers and propagandists, and a wide range of readers.

CONTENTS

Rights and Obligations of Those Renting Housing	5
Tasks and Obligations of Housing and Municipal Services Enterprises . .	32
Responsibility for Violation of Laws on Housing and Municipal Services	44
Correspondence with Readers	61

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9642

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CONSUMPTION TRENDS AND POLICIES

SUGGESTIONS FOR DEVELOPMENT OF TRADE SECTOR FORWARDED

Moscow SOVETSKAYA TORGOVLYA in Russian No 11, Nov 83 pp 2-3

[Unsigned article: "At the Collegium of the USSR Ministry of Trade"]

[Text] In August, the Collegium of the USSR Ministry of Trade examined a number of current questions of sectorial development.

The pace of fulfillment of targets relating to the startup and growth of trade enterprises' capacities by the ministries of trade of Azerbaijan SSR and Georgian SSR was discussed.

The Collegium pointed out that the Azerbaijan SSR Ministry of Trade is not fully providing for the fulfillment of targets set by the republic for putting into operation general commodity warehouses, retail-trade and public-dining enterprises and refrigeration capacities. The ministry is permitting dissipation of capital investment on numerous construction projects.

The republic's trade organizations are not demonstrating activity in regard to securing the necessary credits for above-plan construction and also are not fully and ineffectively using 5-percent deductions from funds allocated for housing construction.

In examining the state of affairs in Georgian SSR, the Collegium noted that the target of the 2 years of the five-year plan for putting into operation general commodity warehouses and growth of a generally accessible network of public-dining enterprises has been fulfilled. But the republic's Ministry of Trade also did not ensure the full and effective use of 5-percent deductions. For this reason, the target for growth of stores' trade areas in the republic was not completely fulfilled. In Georgian SSR the network of public-dining enterprises attached to higher educational institutions, tekhnikums and general educational schools is not being sufficiently developed.

The Collegium adopted a pertinent decision on the discussed questions. Comrade S.Ch. Kasumova, the minister of trade of Azerbaijan SSR, and Comrade M.M. Kadzhaya the minister of trade of Georgian SSR, were requested to develop additional measures for unconditional fulfillment of the targets set by the republics for growth of trade enterprises' capacities.

The Collegium also heard the question on the results of interrepublic engaged in the sale of cultural-everyday, sports and household goods and jewelry items for 1984.

The Collegium pointed out that the purchase of cultural-everyday, sports and household goods and jewelry items at interrepublic wholesale fairs increased 2.4 percent compared to 1983. Interrepublic turnover for centralized nonplanned goods increased 3.5 percent compared to 1983.

In 1984, the needs of trade organizations will be provided with a sizable listing of goods: television sets, photo apparatus, down and feather items, clocks and watches, mopeds and other goods. At the same time, production and market stocks of some goods are still inadequate for the full satisfaction of the population's demand in 1984.

The collegium pointed out that the process of renewing goods is still proceeding slowly. Because of the disparity between the assortment supplied by industry and the population's demand and also because of poor quality, trade has not purchased from industry's enterprises a considerable quantity of goods.

The Collegium requested the Main Administration of Trade in Goods for Cultural-Everyday, Household Purposes and Haberdashery of the USSR Ministry of Trade to continue its work with industrial ministries on increasing production of goods for 1984 while taking into account the needs of the population.

Union-republic ministries of trade were requested:

to examine the results of interrepublic and republic wholesale fairs, to make necessary specifications in 1984 requisitions while taking into account the correct determination of need, especially for goods in adequate supply and goods whose sale had slowed down and to ensure uninterrupted trade in them in a broad assortment in 1984.

Taking into consideration the results of the fairs, to contribute proposals to councils of ministers of union republics on increasing production of goods in short supply in the market at the republic's enterprises regardless of departmental subordination, paying special attention to taking care of the market's need for goods of the simplest assortment for the fuller satisfaction of the population's demand;

to continue work with industry on reCOORDINATING the assortment of goods not completely bought up at wholesale trade fairs and on concluding supplementary agreements for their delivery;

to increase the responsibility of wholesale organizations for increasing demands on industry in regard to questions of quality of goods, definite fulfillment of economic contracts for delivery of goods in agreed volumes and assortment and strict fulfillment of plans for interrepublic deliveries;

to provide for distribution of goods resources for 1984 among trade systems and regions of the republic while taking into account the thorough analysis of their sale and stocks, not permitting the presence of immobile stocks of goods in some rayons and their lack in other rayons of the republic;

to continue work on searching for additional resources of goods for cultural and everyday purposes and household use from local sources of raw materials and involving them in commodity turnover for the purpose of fuller satisfaction of the population's demand;

to establish for 1984 schedules for holding exhibits and viewings of goods and on the basis of the results of their holding to send proposals to industry on renewing assortment and removing from production goods not in demand by the population.

The Collegium studied fulfillment by the Moldavian SSR Ministry of Trade of Order No 231 of 26 October 1981 of the USSR Ministry of Trade "On Measures for Limiting Growth and Curtailing the Number of Personnel of the Administrative Apparatus and of Certain Sectors of the Nonproduction Sphere" and the question of more rational utilization of labor resources.

It was pointed out that the organizational work conducted by the Moldavian SSR Ministry of Trade on rational utilization of labor resources and on boosting labor productivity of personnel of stores, bases and dining rooms is inadequate.

At trade and public-dining enterprises, holding of two jobs and technically sound work norms for packers, loaders and production workers of dining rooms and preparatory facilities are not being adequately introduced.

With the employment of piece-rate remuneration of labor, numerous cases are to be found of worker load reduction, exceeding of the growth rate of average monthly wages over the growth rate of labor productivity.

Considerable losses of worktime occur as a result of labor turnover, unauthorized absences and other violations of labor discipline. Specialists with higher or secondary education are frequently used for other purposes at trade and public dining enterprises.

Realization is proceeding unsatisfactorily of complex regional intersectorial labor-rationalization programs, especially introduction of the system of delivery and sale of goods in equipment packing, development of a chain of supermarkets and creation of packaging shops. The possibility is not being utilized of freeing labor resources through the introduction of industrial methods of preparing food.

The Collegium has required Comrade M.I. Cholak, trade minister of Moldavian SSR:

to set up for organizations and enterprises within his jurisdiction additionally raised targets for introduction of NOT measures and boosting economic effectiveness from their realization, paying special attention to expansion of

the practice of introducing technical based labor norms for packers and personnel of dining rooms and preparatory public-dining enterprises and to holding of two jobs, increasing the effectiveness of piece-rate work remuneration and involving workers in a work regime with a shift divided into two parts;

to adopt measures for reducing cadre turnover, strengthening of labor discipline. To ensure full and effective utilization of norms of existing legislation and measures of social pressure in regard to violators of labor and production discipline;

to increase demands on heads of trade organizations and enterprises for validity of orders for specialists, their job placement and utilization according to acquired specialty; for fulfillment of targets of complex regional intersectorial programs for rationalization of trade, paying special attention to the introduction of progressive technology of moving goods with the use of equipment packing, industrial methods of producing public-dining products and the development of a chain of supermarkets.

There was also discussed the question of the Uzbek SSR Ministry of Trade's work on improving the quality of foodstuffs.

The Collegium noted that the Uzbek SSR Ministry of Trade and its wholesale organizations failed to take the necessary measures for increasing effectiveness of control of quality of foodstuffs, proper fulfillment of the instructions of the USSR Ministry of Trade on this question, as a result of which there has not been observed any significant improvement of the quality of goods produced in the republic.

Cases are noted of substandard production of products, violations of technological regimes of production, unsatisfactory work of technological services and technical-control departments. In 1983, the quantity of rejected goods increased. The ministry, its local organs and the Main Administration of State Inspection for Quality of Goods and Trade do not sufficiently require retail trade-enterprises not to accept products produced with violations of the requirements of normative-technical documentation.

In the republic, examination of the quality of food products put out by the food industry is not sufficiently carried out.

It is requested of Comrade M.Kh. Khasanov, Uzbek SSR minister of trade:

to personally verify the work conducted by the Main Administration of State Inspection for Quality of Goods and Trade, wholesale and retail trade organizations and enterprises on upgrading the quality of food products and to adopt measures for preventing penetration of food products into the retail-trade network that do not meet the requirements of standards and technical conditions;

to increase the responsibility of commodity specialists of wholesale and retail organizations and enterprises for the quality of supplied products;

to increase control over observance of storage conditions of goods at wholesale and retail enterprises and to ensure preservation of their quality;

to provide all retail organizations and enterprises with all the necessary normative-technical documentation for food products.

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7697

CSO: 1827/73

INTERBRANCH PROGRAMS FOR AUTOMATION OF LABOR DISCUSSED

Moscow SOVETSKAYA TORGOVLYA in Russian 24 Nov 83 p 1

[Text] The Collegium of the Ministry of Trade USSR considered results of fulfillment of the plan of commodity circulation for 10 months of 1983. In a decree adopted here it was noted that shortcomings continue to exist in the work of organs of administration of trade, enterprises and organizations, which are having a negative effect on the course of fulfillment of the plan of commodity circulation.

Work with industry on replacement and expansion of the variety of articles under production is still not active enough under conditions of changed public demand for different goods. There are cases of inadequate selection of goods based on allocated resources by trade organizations. A number of low-quality goods which are not in public demand filter into the trade network.

There are still serious defects in the organization of trade in goods available in sufficient quantity and cases of the violation of the work routine of trade enterprises and trade regulations.

Fulfillment of targets on the development of the network of retail trade and public dining enterprises is not ensured in different republics and funds obtained through five per cent deductions from housing construction are being utilized unsatisfactorily.

It is proposed that the leaders of main administrations of the Ministry of Trade USSR and ministries of trade of Union republics analyze carefully work results for 10 months and implement additional measures for intensification of work with industry on the supplying of goods, elimination of existing shortcomings and ensuring fulfillment of the plan of retail trade turnover in Nov-Dec 83.

The Collegium of the Ministry of Trade USSR discussed the work of the RSFSR Ministry of Trade for fulfillment of the interbranch comprehensive program on mechanization of labor on the basis of the introduction of advanced technology of commodity supply in the retail and wholesale trade and in industry of the cities of Penza and Lipetsk.

It was noted in the decree that industrial ministries, associations and enterprises are not duly enlisted for fulfillment of the program and that targets set locally on the delivery of packaged foodstuffs are not being fulfilled. Reconstruction and preparation of enterprises of food branches of industry for advanced commodity-supply technology are being carried out slowly. Most of the packaging equipment is used as fixed intrastore equipment, which does not ensure the necessary economic efficiency.

The plan of capital construction is not being fulfilled. In 1982 only 63 per cent of the state capital investments allocated for the city of Penza were assimilated and for nine months of 1983 the figure was only 44 per cent of the annual plan. In the city of Lipetsk these corresponding figures were 42 and 12 per cent. Capital obtained through the five per cent deductions from capital investments allocated for housing construction is being used unsatisfactorily.

It was proposed that before the end of 1983 the Ministry of Trade RSFSR, together with ministries of the food branches of industry, procurement and motor transport of the republic and also with local party and soviet organs, should consider the course of fulfillment of the interbranch comprehensive program in the cities of Penza and Lipetsk and take measures for the elimination of shortcomings and for unconditional fulfillment of all planned work.

The collegium also considered the work of the Ministry of Trade of the Kazakh SSR for the development of retail trade and public dining enterprises through the withholding of five per cent deductions and the results of a check made by the Committee of People's Control USSR of the work of the Ministry of Trade USSR and a number of trade organizations for the manipulation and redistribution of commodity resources with due consideration of public demand.

6264

CSO: 1827/77

CONSUMPTION TRENDS AND POLICIES

SATISFYING THE NEEDS OF THE INDIVIDUAL CONSUMER

Moscow POLITICHESKOYE SAMOOBRAZOVANIYE in Russian No 1, Jan 83 pp 15-23

[Article by Ye. Chernov: "Personal Needs and the Material Prerequisites for Satisfying Them under Socialism"; article is recommended for use in the study of the fourth subject of the course "CPSU Social Policy"]

[Text] The CPSU Central Committee November (1982) Plenum emphasized that concern for the Soviet person and his working and everyday conditions and his spiritual development has been and remains one of the party's most important program directions. Realization of this direction assumes the more complete utilization of the advantages of the socialist economic system, the mobilization of all material resources, and the actuation of all new reserves in socialist social production. Of course, in order to improve the well-being of the workers and better satisfy their growing needs, it is not enough merely to apportion out monetary funds and increase the wages and social consumption funds. It is necessary to produce a corresponding amount of consumer goods, products and services. Only in this case can we say that a sound material base underpins the growth in well-being. It is clear that the creation of such a base is a matter for the hands of the workers themselves, who are vitally interested in increasing the public wealth and on this basis improving their own well-being.

When considering the material prerequisites for raising the standard of living it should be noted that our opportunities in this regard are being constantly expanded in line with economic development. Notwithstanding, the amount of resources that society can at any given moment apportion directly for improving the life of the people is not limitless. This results from the fact that the volume of material boons produced is always of finite size. It must also be borne in mind that a considerable portion of what is produced by a socialist society must necessarily be earmarked for purposes that are not directly linked with satisfying people's demand, in particular that portion which in one form or another is redirected into production (materials, semifinished goods, machines, equipment and so forth), including for the expansion of production.

When drawing up specific social programs it must always be taken into account that available resources must be rationally distributed between the various spheres of production and consumption. In this connection, one important task is analysis of the composition and established structure of needs and

determination of the place of each of them on a scale of relative values. The need for a differentiated approach to the individual groups of needs results from the fact that in the planned socialist economy very great importance attaches to predicting the prospects for development both of the entire national economy and, in particular, the consumption sphere, and to revealing the corresponding landmarks; and this means preparing production for the kind of changes in the structure of needs that are taking place during the process of the building of a communist society.

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Depending on the classification system adopted, the diverse personal needs* can be grouped in various ways. Let us consider some of the criteria employed here.

Let us start with the difference between material and spiritual needs. We note a certain relationship in this difference. In fact, satisfying virtually any material need in contemporary society is spiritually uplifting in one way or another. Even satisfying the need for food requires a certain aesthetic form, not to mention clothing, domestic items, the requirements for the interior of an apartment, the external appearance of the building and so forth. But that is only one part of the problem.

The other, particularly important from the viewpoint of the subject of this article, is the following. In order to satisfy many of these spiritual needs on mass scales, in addition to the purely intellectual activity of the professionals (workers in people's education and culture, scientists, writers, journalists, artists, musicians and so forth) certain material

* According to K. Marx, needs can be either personal, that is people's requirements, or production needs. The latter are not the direct subject of this article. But it is worth noting that production is not carried on for the sake of production itself and that from this viewpoint satisfying production needs in the final analysis one way or another serves to satisfy people's needs. For example, in order to insure for people a better supply of foodstuffs it is necessary not only to make more complete use of the potential of the food industry but also to expand the production of foodstuff raw materials in agriculture and increase the deliveries of machines and fertilizers to agricultural enterprises, and this means creating new production capacities in machine building and the chemical industry and so forth. These kinds of production-technical chains permeate the entire national economy.

prerequisites are essential. There is a need for a developed printing and paper industry, technically equipped television and radio studios, and a well-organized production of television sets, radios and other cultural and everyday articles, and schools, VUZ's, libraries, theaters, cinemas, houses of culture and so forth must be built and equipped.*

Let us now consider material needs as such. We note first that their satisfaction is not necessarily associated with the use of some kind of thing or object. Some needs can also be satisfied through direct labor activity by other people who provide services for us. The services sphere, which has now been distinguished from the domestic sphere, is now being transformed with increasing intensity into an industrial sector of the national economy. It has to do primarily with consumer personal services and municipal services. In a broader sense of the word, the services sphere also covers passenger transportation, public health and certain other kinds of activity. All these sectors require considerable funds from society for their development.

The degree of satisfaction of material needs determines the so-called material and everyday condition of people's lives. From what has been said above, it follows that these conditions include not only satisfying needs for food, clothing and other things but also people's entire domestic sphere of life, both the domestic (home) economy and that part of everyday life that in contemporary society has been socialized.

Continuing this thought, we note that all of people's personal needs may be divided into needs that are satisfied individually or jointly according to the form of satisfaction. The collective method of satisfying needs is organically inherent in a socialist society and at the same time has nothing in common with naive utopian or barracks ideas about the complete collectivization of consumption. The socialization of consumption is a natural process that

* All needs, both personal and production, are divided into economic and noneconomic according to the method of their realization. For personal satisfaction the former assume the presence of social production and distribution of material and spiritual wealth, and the use of certain economic forms specific for each social order and resulting from the corresponding production relationships. For example, the satisfaction of personal needs under socialism is accomplished mainly by means of economic forms such as wages and the public consumption funds. Nevertheless, some material needs are satisfied via the noneconomic path. Thus, we may quench our thirst for water not from a faucet at the end of a water pipeline but from a stream. However, the overwhelming majority of material needs require economic forms for their realization. With regard to spiritual needs, a considerable proportion of these are also economic to the extent that their satisfaction is associated with production activity, the use of material resources, and the specific distribution relationships.

occurred even under conditions of capitalism, a process that in a society building communism covers ever new spheres of people's lives (but on a qualitatively new basis). Manifestations of this process include the development of public catering, preschool and school education of children, people's education, consumer municipal and personal services, the organization of public health, and joint leisure, physical culture and sports.

One important consideration is that a major part of jointly satisfied needs is free for the workers. But it is by no means free for society. Society spends considerable and constantly growing amounts from the public consumption funds and other sources. And behind these monetary expenditures there stands production activity.

The next grouping of needs that must be considered includes biological and social needs. Biological needs (also called physiological or natural needs) stem from man's nature as a biological being. They include his needs for food, clothing, protection from cold and bad weather and so forth. Although the composition and volume of products that satisfy these needs are also socially conditioned, social needs proper express more fully the essence of man as a member of a society. These include intellectual and spiritual needs and also needs for maintaining health, specific working conditions, social dealings and so forth. The history of mankind's material culture starts with the production of commodities that satisfy people's physiological needs. But the richer society becomes the more efforts and working time it can allot to satisfying social needs. This situation applies to all stages in the development of socialist society, and especially to its mature stage. As the country's economic potential grows, the opportunities for solving social problems increase.

The constant expansion of the range of needs that society becomes capable of satisfying, considered on the theoretical plane, makes it possible to single out the categories of essential, urgent needs (as opposed to less urgent needs) or, more accurately, to construct a scale of the degree of urgency for given products or boons for a person. Within the system of personal needs, physiological needs rank paramount since if they are not satisfied an individual's normal viability is impossible. These needs include first and foremost the need for food. However, the range of essential needs is not restricted to food.

Essential needs are an historical phenomenon. "The scope of so-called essential needs, and likewise the methods of satisfying them... are a product of history..." (K. Marx and F. Engels, Works, Vol 23, p 182). Already within the framework of capitalist society, with the appearance of major machine-based production it was objectively essential for the worker to gain, for example, a certain level of education and skills. As is known, the costs of training workers are included in the cost of the labor force, and together with the cost of essential means needed for life, affect the level of wages for workers under capitalism. Here the volume and amount of the needs of hired labor under capitalism are objectively set by the process of reproduction of their ability for labor. The bourgeois method of production subordinates worker consumption to the aims of obtaining the maximum amount of profit by the capitalists.

Socialism eliminates the social limitations on growth in worker consumption inherent in capitalism. Here, the basic law for the development of production is the increasingly complete satisfaction of people's material and spiritual needs and the all-around and harmonious development of the individual. Under socialism, therefore, the functions of the consumption sphere are not limited merely to reproduction of the labor force. In the consumption sphere, a broad range not only of economic but also important social problems is now being resolved here.

With the growth of workers' incomes their consumption (or in any event, acquisition) increasingly becomes objects that are not primarily essential (for example, articles made from precious metals and crystal, private cars). We shall not dwell here on the moral aspects of this phenomenon (the matter has been dealt with in sufficient depth in our press*). We note only that in its plans a socialist society must provide for given volumes of production for articles of this kind since demand exists for them which reflects the improved well-being of the population. The specific volumes of their production can be established only on the basis of comprehensively weighed economic and social assessments.

We have already talked about some of the changes in the volume and structure of consumption by workers in our society. Generalizing and supplementing what has been said, we direct attention to the following trends that have been clearly discernible in the last decades:

- steady growth in the range of needs satisfied by society;
- a sharp increase in the volume of personal consumption in general, which reflects the increased incomes of the population and production growth;
- the volume of foodstuffs in demand is relatively stable compared with the total volume of consumption, and its proportion is therefore declining;
- consumer demand for high quality clothing, footwear, furniture and so forth is growing;
- worker demand for durable goods, especially cultural and everyday goods, is increasing rapidly;
- the requirements of Soviet people in the services sphere are expanding substantially;
- the proportion of jointly satisfied needs is growing;

* see, for example, V. Motyashov's articles "Reasonable Needs: Limits and Boundlessness" and "Fashion, Prestige and the Essential 'Ego'" published in POLITICHESKOYE SAMOOBRAZOVANIYE No 8, 1980 and No 10, 1981.

--the social needs of the Soviet people, including spiritual needs, have grown immeasurably.

These trends are illustrated, in particular, by the figures in Table 1 below.

When analyzing trends in the structure of consumption it is necessary to bear in mind that the various kinds of demand possess different degrees of mobility and elasticity. The relative stability in the volume of foodstuffs in demand, for example, and the greater dynamic nature of social needs are striking. However, the inertia of this first group of demands should not be exaggerated. If a sufficiently long period of time is considered, within that period marked shifts occur in the structural character; in particular, the proportion of the more costly foodstuffs increases. The figures in Table 1 also show the process by which the structure of consumer demand among the urban and rural populations is becoming more similar.

Table 1. Structure of Utilization of Joint Family Income among Workers
(as percentages)

Category	Families of workers in industry			Families of kolkhoz farmers		
	1940	1970	1981	1940	1970	1981
Complete utilization of joint income (including payments and privileges from public consumption funds)	100	100	100	100	100	100
including:						
food	53.8	37.7	31.4	67.3	40.4	35.0
fabric, clothing and footwear	11.1	15.5	16.1	10.9	15.7	16.3
furniture, cultural and everyday articles	1.7	5.8	7.4	1.1	4.9	6.6
social-cultural and personal services	17.6	23.5	23.6	4.8	15.0	14.8
including:						
education, medical care and other free services provided through public consumption funds	9.0	13.9	14.3	3.4	10.8	10.4
rents for apartments, municipal services and contents of homes	2.9	2.7	2.7	-	-	-

The dynamic nature of the development of needs and the changes in the structure of consumer demand is a characteristic feature of socialism in general and of mature socialist society in particular. It results from the operation of the law of "increased needs" formulated by V.I. Lenin, that with the enrichment of the lives of Soviet people there is a constant growth in their incomes and an increase in the production of goods and services. Thus, the

trends noted above are in conformity with the present stage in the development of our economy. They are taken into account in the planning of current production and in determination of the main directions in the formation of the economic structure with which our country will enter the 21st century. As noted at the 26th CPSU Congress, this structure, embodying the main features and ideals of the new society, is already being established and created.

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From both the theoretical and practical standpoint the problem of the level of specific needs and the degree to which they are satisfied is of great importance. What are the criteria of sufficiency or insufficiency in the present level of consumption?

We think that each person is able to name in a quite specific manner an entire range of goods whose acquisition entails no kind of difficulty and for which demand is fully satisfied. However, if the entire mass of consumer boons is considered, it would be better to look at the exceptions. And the fact is that, first and foremost, a person's desire to live better and the increase in his demands are, in one sense, limitless. This has also served as a powerful incentive to develop production and constantly expand the list of commodities available. On the other hand, to use the expression of K. Marx, production itself produces demand. With each passing year industry and the other sectors of the national economy start up the output of new articles. It is clear that in the initial stages the degree to which demand is satisfied naturally cannot be complete.

Production planning cannot proceed only from a subjective evaluation of the significance of individual material boons from the viewpoint of the consumer. One important task, therefore, is to establish a scientifically substantiated system of indicators for rational consumption. The search for such indicators does not signify any desire to standardize people's needs or bind them to a specific kind of consumption with a mandatory-planning procedure. The comprehensively and harmoniously developed individual is characterized primarily by a diversity of individual tastes. Rationalizing consumption norms presupposes a consideration of the entire gamut Soviet people's demands and at the same time a study of the prospects for change. In this sense it serves as a planning tool.

The appropriate scientific establishments have now already started work on rational consumer budgets, rational wardrobes, diets and so forth, differentiated for the sex-age, professional and other population groups. Although work in this direction still continues, a comparison of demand norms already calculated on their basis with the actual level makes it possible to find the "bottlenecks"--those kinds of needs whose satisfaction in the immediate future requires special attention on the part of the planning organs. It is clear that these norms should be periodically rearranged.

Our society is by no means indifferent to what each individual person spends his money on, since the concentration of even many material boons within a given family still does not mean that the best way of life has been achieved

there. In some people this kind of "affluence" can occur under the influence of a vulgar, consumerist psychology or be the result of neglect of spiritual interests. In the struggle against such phenomena the role of political training and educational work by the party organizations in labor collectives is great. Special significance attaches to the purposeful shaping of reasonable consumer needs effected with the aid of economic and other methods.

A certain contradiction exists between the psychological principle of a level of needs that is in some sense limitless and the realistic opportunities available to raise this level. These opportunities are also determined, first, by the sizes of consumers' incomes and, second, by the volumes of the production of the corresponding boons. Let us examine these factors in turn.

Under the conditions of socialism, where commodity-money relationships are still retained, consumer needs acquire primarily the specific form of expression of effective demand. (As noted above, the other form is covered by the public consumption funds). With economic needs expressed in this sense of the word, it thus becomes only that demand which a potential consumer can satisfy if he is in possession of a specific sum of money, usually obtained as wages for his labor. This means that the greater part of the needs of a member of society can be satisfied only if he participates in social production.

The present stage in the development of our economy is characterized by the rapid growth of the population's effective demand, which results from the steady increase in incomes for all categories of workers and other social groups. But for a normal development of the economy it is very important that a symmetry is observed between growth in workers' incomes and the population's effective demand on the one hand, and the increase in the commodities provided to satisfy this demand and the availability of goods and services, on the other. Under conditions of stable retail prices, a balance between demand and availability can be achieved only through a commensurate growth in incomes and the increase in goods and services produced and available to consumers. Let us consider the figures for the last decade characterizing these two processes. (see Table 2 below)

The figures cited in the table show considerable growth in the production of consumer goods and the volume of consumer services offered. At the same time they indicate that the relationships between the rates of income growth and the increase in commodity production are not entirely favorable. In particular, from some positions there is a marked lagging in what is offered for effective demand. This is precisely why it is emphasized in the "Basic Directions for the Economic and Social Development of the USSR for 1981-1985 and the Period Through 1990," as confirmed by the 26th CPSU Congress, that "satisfying more fully consumer demand for various kinds of goods and services must be considered a most important task."

The lack of a real balance between effective demand and availability is giving rise to a series of negative phenomena in the economy and in the social sphere. We note, for example, a decline in the incentive role of wage increases and the nonplan redistribution of incomes, the appearance of various kinds of "shortages," and the disproportional growth in consumer savings. Unsatisfied

Table 1. Main Indicators for Population Income Growth and Volume of Goods and Services Produced (1981 as a percentage of 1970)

Real incomes	167	National income utilized	160
Wages fund in national economy	179	Industrial production of consumer goods (group "B")	171
Kolkhoz wages fund in public farming* (the comparable range of farms)	139	Light industry production	152
Payments and privileges received by population from public consumption funds	191	Food industry production	143
Pensions (from all sources)	218	Production of cultural and everyday and domestic goods	244
Grants (from all sources)	185	Agricultural gross output including livestock farming	110
Total consumer savings	356	Retail trade turnover in state and cooperative trade	176
		Trade turnover in public catering	155
		Passengers carried by all kinds of general-use transportation facilities	168
		Volume of sold personal consumer services	249

* The total number of kolkhoz farmers declined 14 percent.

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demand slows the rise in the material well-being of the people. The main way of solving these difficulties is to increase the production of consumer goods and improve their quality and range.

Of late the party has been attaching special significance to solving the food problem. On both the economic and political planes this problem is central in the 11th Five-Year Plan. The essence of this problem is not at all that, as some press organs in the West have written, the population of the USSR is allegedly "hungry." In terms of total calorific intake the diet of the Soviet person meets the physiological norms and exceeds not only the average level worldwide but is even higher than in many of the most developed countries of the capitalist world. What we are talking about is mainly improvements in the structure of diet and increasing the proportion of products that are the most valuable in a diet--meat, dairy products, vegetables, fruit. Demand for these products is now growing more rapidly than their production.

One of the reasons for this was indicated above: the fact that incomes are growing more rapidly compared with the increase in the production of agricultural produce in general and livestock farming produce in particular. It has been calculated that over the last 15 years average annual growth rates for the production of foodstuffs have been seven times lower than monetary income growth rates. This relationship is largely explained by the fact that many recent years have been unfavorable for agriculture in terms of weather. Other reasons include the growth of the urban population and the decline in the

number of people engaged in agriculture, lowered output from private subsidiary plots, and as a result of this, the transformation of many rural inhabitants into purchasers of agricultural commodities.

The USSR Food Program for the period through 1990, approved by the CPSU Central Committee May (1982) Plenum, was drawn up for the purpose of providing a fundamental solution to the problem of supplying the population with foodstuffs. It provides for large-scale measures to improve the efficiency of agricultural production, improve material-technical supply for agriculture, provide incentive for rural workers, and improve the management of the agrarian-industrial complex as a single whole. At the CPSU Central Committee November (1982) Plenum it was stressed that there must be no delay in implementing the Food Program. Each day, workers in the agrarian-industrial complex must intensify their efforts and work in such a way that the enormous funds allocated for the implementation of the Food Program provide a return already today, and tomorrow even more.

One distinguishing feature of the Food Program is the comprehensive approach, envisaging the agreed development of agriculture and the sectors of industry, transportation, procurement and trade associated with it in order to reach a common final goal--insuring the supply of all kinds of foodstuffs to the population and a substantial improvement in the structure of the diet.

This kind of comprehensive approach will also be applied with respect to the sectors involved in the industrial production of consumer goods. For example, for a number of reasons the technical base of these sectors, particularly light industry, does not meet today's requirements. Therefore, the machine building sectors are called upon to participate actively in solving the problem of improving supplies of consumer goods for Soviet people. We direct attention to the fact that they themselves participate directly in the production of mass demand. More than half of all nonfood consumer goods are now produced in heavy industry, and this proportion will grow steadily.

Judging from the figures cited in Table 2, demand for consumer goods is being mainly satisfied. In fact, in general, growth rates for the production of consumer goods are close to the growth rates for workers' incomes. However, these general indicators hide substantial differences in production growth rates for individual commodities. And chief among the things that these figures do not reveal is how these goods satisfy consumers in terms of quality.

Our country leads the world in, for example, the amount of leather footwear produced, with a figure 1.8 times that of the United States. But consumers often refuse to acquire footwear, preferring more expensive imported articles. This is also the state of affairs with a number of other commodities. The times of unreserved shortages of many articles in industry have passed. Under present conditions the high level of incomes and saturation in terms of primary demand are making the purchaser discriminating and more exacting with respect to the quality and range of articles.

The CPSU Central Committee November (1982) Plenum devoted much attention to [word illegible--ed] expansion of production and improvement in the quality

of consumer goods. It confirmed the line of the 26th CPSU Congress for preferential growth in the production of group "B" goods in industry, and it pointed to the need for more active participation by local party and soviet organs in solving the problem of increasing the output of consumer goods. In order to insure a better balance between incomes and the availability of goods, starting in 1983 the indicator for the output of consumer goods per ruble of wages was introduced on a mandatory basis for union republic and many ministries and administrations.

Sectors of material production such as construction are playing a major role in creating the proper material and everyday conditions for the Soviet person. Without the participation of construction workers it is impossible to develop the so-called social infrastructure of modern production. Each industrial project and major enterprise in any sector of the national economy can function formally only if everything necessary has been done for those working there, if there are housing, kindergartens, libraries, health care facilities and so forth. The 26th CPSU Congress indicated the importance of this interrelationship between production and nonproduction construction.

The scale of housing and cultural and everyday construction is one of our enormous social achievements. Nevertheless, there is no room for complacency. Demand for high quality and comfortable housing is still not fully satisfied. During the 11th Five-Year Plan the scales of housing construction and cultural and everyday projects are being maintained at the level achieved.

One subject of special concern for the party is approximation of the level and conditions of the urban and rural populations and eradication of the social differences between the city and the countryside. Measures for the social restructuring of the countryside, which have as their aim the resolution of this problem, have become an organic and integral part of the USSR Food Program. Preferential growth rates for the construction of housing, preschool establishments, clubs and other cultural and everyday projects are envisaged at the kolkhozes, sovkhozes and other agricultural enterprises. Great importance is attached to highway construction in rural localities. In his report "Sixty Years of the USSR," CPSU Central Committee general secretary comrade Yu.V. Andropov noted that "the development of transportation and the road network, bringing the countryside closer to the city, will in no small degree promote, for example, the establishment of cadres in the countryside. And this, of course, will help in solving a major social problem, namely the rational and flexible utilization of the labor force. By insuring daily human contacts on the scale of the entire Soviet Union and the vital links between all republics and rayons in the country, transportation will serve to make the achievements of socialist civilization, in the very broadest meaning of the word, accessible to people."

The material base of our services sphere is growing steadily. Notwithstanding, the volume and particularly the quality of the services offered are still failing to match present-day requirements. This applies literally to all forms of services--medical, domestic, municipal, transportation, trade, public catering. Here, improving services for the rural population is a task of paramount importance.

Thus, one way or another, all sectors of the national economy are involved in creating the material conditions for improving the well-being of the people and for satisfying more fully the growing requirements of Soviet people. As the CPSU Central Committee November (1982) Plenum stressed, it is now particularly important that each worker understand that fulfillment of the plan depends on his labor contribution, and that everyone has a good understanding of the truism that the better we labor the better we shall live.

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